Saturday Night

Canada's Magazine of Business and Contemporary Affairs

DECEMBER 21ST 1957 20 CENTS

Civil Defence Role Brings New Crisis To Canada's Militia

BY W. R. BUCHNER

★

How To Walk Away From Your Car Crash

BY J. J. BROWN

★

Our Merchant Marine Sold Down The River

BY WILLIAM SCLATER

★

Christmas Shoppers Ring Up A Record

BY GERRY MORAN

Art Gallery of Toronto

Joshua Reynolds' "Winter"
Georgian Art: Page 14

Unretouched photo of Mrs. Michyl Paul's hands. Only lower hand was given Jergens care.
PROOF: JERGENS LOTION STOPS "DETERGENT HANDS"
The proof's in this photo! It's unretouched – so you can see with your own eyes what a difference Jergens Lotion makes!
It worked for 447 women! In a scientific test*, women soaked both hands in a household detergent three times a day. But only the right hands were treated with Jergens Lotion. In a few days, the untreated left hands were rough and red. The right hands, treated with Jergens, were smooth, white, and lovely.
Works because it penetrates! Jergens doesn't just "glove" hands with a greasy film, but penetrates deep down. That's why Jergens had the best results of all lotions tested. Stops chapping, weather damage.
Lovely to use, too! Rich and creamy to the touch . . . instantly absorbed without a trace of stickiness. No wonder Jergens Lotion is the most-used hand care in the whole world! And it still costs only 15¢ to $1.15.
*Conducted by leading United States research laboratory.
(Made in Canada)
Jergens

"Canadian magazines are held in the hands we want to reach"

Jergens Lotion has held its enviable position at the top of the market for many years. J. S. Benson, General Manager of Andrew Jergens Co. Ltd., tells how it got there. Indeed, his knowing appraisal of advertising values explains, in part, why it *stays* there:

"Magazines have always been our principal advertising medium. We value them because they are literally *held in the hands we want to reach.*

"When a magazine reader sees our advertisement—Jergens Lotion stops 'Detergent Hands'—she will glance at her own hands as she reads. She will make up her mind to replenish her stock of Jergens Lotion. Her own hands have become a part of our advertisement.

"Magazines also give us a unique opportunity to dramatize our story in color. We can show untreated hands—'Rough and red' and Jergens-treated hands—'smooth, soft and white'.

"The picture tells the story—A TRUE STORY—and the proven quality of Jergens Lotion does the rest."

J. S. Benson

Canadian magazine advertising sells in many ways; as a regular visitor to the home, with something new and vital to say each time it comes; as a companion for those quiet, receptive moments . . . when most decisions to buy are made; as a valued yet unobtrusive friend, to be picked up at will . . . read and enjoyed at leisure.

So more and more people are reading their Canadian magazines. Circulations are up, and so are sales of magazine advertisers' products. Magazine advertising pays.

This advertisement sponsored by

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Liberty
Maclean's Magazine
Saturday Night
Western Homes & Living

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Saturday Night

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William R. Buchner

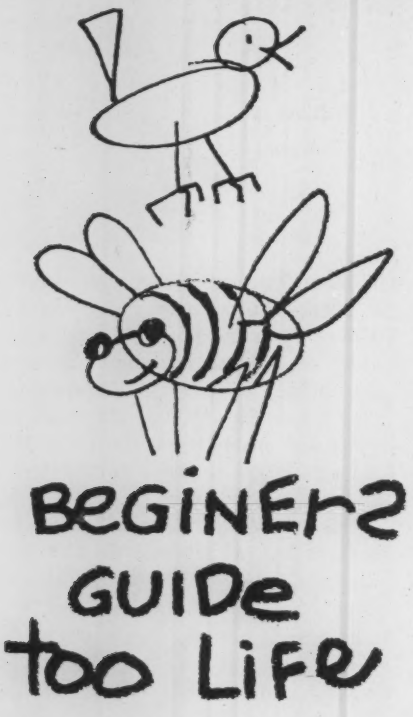
William Buchner served overseas as a gunner officer where he won the MC and was mentioned in dispatches. Until recently he was the Commanding Officer of a Field Regiment of the Canadian Militia. Because he disagreed strongly on the Civil Defence role now imposed on that force, and said so on paper, he was relieved of his command. He still believes he is right and, as a lawyer in civil life, argues his point in his article on Page 7.

J. J. Brown

Dr. J. J. Brown recommends using your head for something other than bashing through windshields in his article on motor accidents in this issue. (How To Walk Away From Your Car Crash, Page 10). Skilful use of some elementary principles of physics could save your life and Dr. Brown describes how. He is a Montreal management consultant who writes in his spare time. In 1946 he wrote one of the first articles describing a completely automatic factory, has since written more than 100 articles for leading Canadian and U.S. magazines.

Paul Duval

Paul Duval, SATURDAY NIGHT's Art critic for many years, has written a number of authoritative books on Canadian Art and has recently been consultant to Lord Beaverbrook in a wider field. He takes a fresh approach to the British 18th Century masters as "the most distinguished commercial artists of all time" in his analysis of the great exhibition which comes to Toronto in January (after Montreal and Ottawa) on Page 14.



Part 7: If you're to develop into a Mature, Well-Adjusted, Properly-Orientated, Balanced sort of a fellow with Sound Judgment you must learn to shun the sham. You must learn to see beyond the Trivia of Life and into the Essential Abiding Truth.

So when you're old enough to enjoy a glass of Whisky, choose an honest, sound, mellow WHISKY. If you take The Writer's Earnest Advice you'll stick to Gilbey's Golden Velvet.

There are no feminine frills and furbelows about Gilbey's Golden Velvet. No blinding you with science and foil wrappers, plush bags, Chippendale chests, or throwaway decanters. No, you get a bottle filled with a real whisky. Gilbey distills the pure spirit of life itself . . . the straight original Elixir. And if perchance your local Liquor Store has it in stock . . . it is scarce . . . you'll know it by the one little label that looks like this:

Next week Part 8—UNCORKING

Letters

Defence Posture

. . . The Honorable Minister of Defence wore a tin hat with distinction but when he gives off about continental defence he sounds as though he had a tin head.

WINNIPEG — R. J. SCRUFF

The popular and amiable Defence Minister is known to all as a gallant knight in shining armor. And about as useful.

REGINA — WILLIAM WOODMEAD

Thank God the Government has a distinguished soldier as head of our Department of National Defence. Now the people can know that when statements are made they are based on sound professional experience. Moreover they will stand up against any socialist quibbling. How times have changed since Agnes MacPhail used to move that the militia estimates be reduced to one dollar.

OWEN SOUND — ROBERT MACDONALD

When the unseen missiles descend on our heads, remember that we will be armed with pikes and cutlasses and ready to repel any Sputnik-borne boarders.

TORONTO — IVOR JONES

The High Places

What's the matter with your Ottawa correspondent John Stevenson? He seems just plain allergic to Prime Ministers. His needling of Mr. St. Laurent was expert and constant and is reported to have got under the then PM's hide. Now he devotes fulsome praise to the new Tory cabinet ministers but seems determined to mete out the St. Laurent treatment to Mr. Diefenbaker. But perhaps picking on the top man (who can answer back) may be helpful.

WINDSOR — PAUL FLANNETTE

Editor's note: For some further comment by Mr. Stevenson on the Prime Minister, *see page 4.*

Progress

You are quite off the beam in your comment on the abolition of liquor permits in Ontario next year. Don't you realize that it is just the dough that they are after? And it is the one buck, not the card, that will determine that purchasers "are fit persons to enter the Board's liquor stores".

HAMILTON — J. K. SHARP

How can you use the word "progress" to describe any scheme which will pour more booze down the throats of Ontario guzzlers? You are getting bleary-eyed.

TORONTO — MORGAN WILSON

On Growing Older

Have you no respect for the senior citizens of this country? I thought your "Quiz" in the last issue was revolting. "Chewing tobacco makes good gum fertilizer", indeed. I wish that I could grow a third set of teeth to bite Bergen Evans.

GALT — HOMER WILTON

Those quizzes you give us from time to time are among the brightest things you publish. Let's have more of them.

SHERBROOKE — LUCIEN LEROY

Wrong Authority

Surely John A. Stevenson slipped slightly in his article on the powers of a Governor General anent the dissolution of parliament? He describes Sir Arthur Keith as a constitutional writer.

I think Sir Arthur Keith was an anthropologist of great credit and renown. He wrote about skulls — Pithecanthropus, and the sub-human Neanderthalers. The Keith who produced books on the constitution bore the name of Berriedale, didn't he?

OTTAWA — W. H. MACKLIN

Editor's note: Correct. Arthur Berriedale Keith, who was also an authority in another complicated field — Sanskrit.

Radisson's Egg

I liked your interesting piece on film-making in Canada. I am not surprised to learn that the Radisson TV series "laid a financial egg". But do not let it depart without praise. Without intending to be, it was one of the funniest flicks ever seen on the little box.

MONTREAL — JAMES HERBERT

Back to School

It was said of Sidney Smith, when he took the External Affairs job, that any man who could keep the peace in a University staff would find diplomacy easy. It doesn't seem to have worked out that way and the learned doctor is fast creating an unfavorable impression. As a

school teacher he should know that, in a new situation, the first thing to do is go back to school.

VANCOUVER OLIVE WRIGHT

. . . Mike Pearson isn't really knifing Sidney Smith. He is just leading him by the hand. And how he needs it.

HALIFAX ROLAND ELMORE

Civil Defence

I am glad to note that one man in Ottawa had the courage of his belief. He quit his job rather than be forced to fool around with a phoney Civil Defence set-up. The truth about Civil Defence is that you can't be slightly pregnant. Why not give us the full story of this stupid waste of the public's money.

SMITHS FALLS JIM TURNBULL

Editor's note: Coming up in an early issue. In the meantime for the serious effect of the Civil Defence program on the Militia, see page 7.

Nomination

I raise my voice in praise of your stand on the question of the next Governor General: Mr. St. Laurent would be ideal —but at any rate, a Canadian. The present incumbent at Rideau Hall has given the lie to the Anglophiles that "Canadians are not apt material from which to hew legates of the Crown." Never have we had such a dignified, democratic, hard-working and beloved man of the people as "our Vincent".

To friend Skaife who shakes a headmaster's finger at you for daring to "suggest" a candidate for governor-general — well, I must differ. The "divine right" of the Crown has long since been in desuetude. It is really the government in power which appoints governors-general; and it is the people who elect governments, and it is the press that both informs the people and reflects the views of the people. . .

HALIFAX R. ALLEYN

Two Views

Paranoid romance, indeed! That's what your reviewer (S.M.) said about Ayn Rand's *Atlas Shrugged*.

This pure, triumphant romance is one that any man would wish to have. It bears on it the aura of the unattainable. Put *Atlas Shrugged* down as the book of 1957 which says the most.

YORKTON, SASK. STAN OBODIAC

Editor's note: S.M. also described the book as "an immensely long Fascist pipe-dream" and said of the author: "the scope of her delusion somewhat conceals the squalor of her moral values".

Ottawa Letter

by John A. Stevenson

Will Canada Save NATO?

THE SIGNS THAT the Diefenbaker Ministry is not a Tory administration of the traditional pattern multiply and naturally create disquietude in the minds of old-fashioned Tories and in the board rooms of corporations. No member of our present Cabinet is a political genius or the possessor of intellectual powers of the highest order.

But Walter Bagehot, the author of "The English Constitution", had an ingrained distrust of ministries which were overloaded with cleverness, and always maintained that dull government was safe government. He preferred in statesmen good judgment and what he called "roundabout common sense" to intellectual brilliance. He began a eulogy of one of his political heroes, Sir Robert Peel, with the question "Was there ever such a dull man?" and ended it with another query "Who is like him in common sense?" But Bagehot also admitted that no government could achieve real success, unless it contained some member with "a reserve fund of the highest ability" which would enable it to extricate itself from scrapes, to remedy errors and to surmount reverses which would overwhelm and bury common men.

Now the present ministry has in its ranks an ample quota of ministers endowed with a good fund of common sense and habits of industry and its leader, Prime Minister Diefenbaker, is not a dull man. But despite his undoubted prowess as a vote-getter in the last election, he has yet to demonstrate that he has the reserve fund of first-rate political ability such as Macdonald and Laurier and, in a lesser degree, Mackenzie King and Bennett. He is obviously anchored very loosely to fixed principles in politics and at the moment he seems to be primarily concerned with attracting sufficient additional support from the voters in a second election to provide his party with a working majority in the House of Commons.

In Parliament he gives vigorous leadership to his party in sharp contrast to the passiveness of Mr. St. Laurent, but he will not become a first rate parliamentarian until he learns that loquacity is no substitute for eloquence and that simple statements should not be given the air of portentous pronouncements. Then some of the time which he devotes to gracing with his presence sporting events like the Grey cup could be more profitably employed in sober thought over the welter of complicated problems, with which his Government has to cope.

At the moment he and his Cabinet are concentrating their energies upon the task of passing the legislation necessary to implement their election pledges and of securing Parliament's authority for the estimates of the last Budget and fresh expenditures in other directions. They give little evidence of any serious interest in foreign affairs, which today outrank in importance all other issues. The speech, in which Sydney Smith made his parliamentary debut in the role of Secretary for External Affairs indicated that he endorsed most of Mr. Pearson's policies and that he aspired to secure the same non-partisan support for them. But it broke no new ground even though he showed some awareness of the appalling gravity of the international situation.

The PM: More profitably employed?

The Prime Minister has undertaken to heed the Canadian delegation at the very important meeting in Paris this month, at which the nations belonging to NATO will tackle a variety of crucial problems. Hopes of a fruitful outcome from this conference have been dimmed by the chaotic state of affairs which the third illness of president Eisenhower has produced at Washington and from neither the Macmillan ministry which on the evidence of byelections has clearly forfeited the confidence of the British voters nor from the Ministry of M. Gaillard, now hanging on to office by the skin of its teeth in France, can the bold imaginative policies, which are needed, be expected. So there is a unique opportunity for the Canadian Government to relieve the gnawing anxiety, which oppresses all intelligent people by resolute advocacy of a sympathetic response to the overtures of the Russian Government for a conference at the highest level.

All over the world public sentiment in favor of such a change of policy before it is too late is being mobilized. In the United States, it has the support of powerful Republican papers like the New York *Herald-Tribune,* of great industrial leaders like Cyrus Eaton and of Rightist Democratic politicians like Senator Ellender of Louisiana and in Germany the leaders of the Socialist party have begun to demand it. In Britain the revelation that American planes carry death-dealing nuclear bombs on air patrols around the British Isles has thrown into high relief the terrible peril in which Britain, as the chief airbase of American bombers in Europe, is placed and has stimulated a popular demand for some serious negotiations with the Russians. But have Mr. Diefenbaker or Mr. Smith ever found time to read Bertrand Russell's open letter to Eisenhower and Kruschev in which he makes out an unanswerable case for his argument that a settlement with Russia is the only alternative to the annihilation of our civilization? Have they ever read J. B. Priestley's forceful appeal that Britain should set an example of sanity to the world by a complete renunciation of the use of nuclear weapons? Parrot cries that we cannot afford to trust the Russians until they give clearer proofs of the sincerity of their proposals for a concordat are counsels of despair.

All schemes for increasing the prosperity of the Canadian people, for enlarging the benefits of the program of social security and for alleviating the troubles of the farmers will be wasted efforts if the nations are allowed to drift like the Gadarene swine down a tragic descent to the abyss of nuclear warfare. In his last electioneering campaign Mr. Diefenbaker showed great boldness and some imagination and if he could only recapture these qualities for the conference at Paris, he might win a notable place in history.

The Government has been in hot water over the cut in the special excise tax on automobiles which Mr. Diefenbaker, as he frankly admits, promised during the election campaign. The market for new and used cars has been shot to pieces because prospective purchasers have been holding back in the hope that the cut

would be authorized this session and lower the prices of cars. Faced with a stoppage of orders, the automobile companies have aggravated the situation about unemployment by laying off 16,000 workers.

So, when Mr. Paul Martin, whose constituency in Windsor has been a special sufferer from this situation, secured a special adjournment of the House to discuss it, the ministers had a bad time and did not emerge with much credit from the debate. The Opposition also remain dissatisfied with the Government's answers to their persistent queries about the exact position of Canada's air force under the system of joint control in Colorado.

The critics of Senator John T. Haig who foreboded that he would be an inefficient and rather strange leader for the Government in the Senate are being proved true prophets as his vagaries in this role have become a byword on Parliament Hill. He varies between evading the duties of leadership and trying to ride the Senate with a high hand. Early in the session when a bill about shipping came up for first reading, Senator Haig avowed his inability to comprehend its provisions and the explanation of this ministerial measure was undertaken by Senator Connolly, a Liberal.

Then on November 28th, when Senator Haig introduced the Government's bill for enlarging the time limit for the benefits of unemployment insurance from 16 to 24 weeks, Senator Ross Macdonald, the Liberal leader, and some of his colleagues gave their cordial approval to its principles, but a suggestion that it should be referred to the Senate's Committee on Banking and Commerce was contemptuously rejected by Senator Haig. Insisting that the bill must be passed that very day, he said. "But if you want to turn it down, by all means turn it down. I dare you to turn it down". The Liberal Senators did not take kindly to such menacing words but Senators Macdonald, Crerar and Pratt contented themselves with mild protests. However, such tender treatment of Senator Haig's grave offence did not satisfy Senator Pouliot and he proceeded to administer to Senator Haig a severe castigation. Describing his language as "offensive" he went on to say:

"My experience can measure up with that of the honorable gentleman, at least under this roof and never in my life, even in the dark times of R. B. Bennett, have I heard such threats. No one in this Parliament and no one even outside in the corridor would dare to speak to a Senator of Canada in the language that the honorable gentleman has used."

He later added: "We are here not to vote money blindly but to demand the right to defend the parliamentary institutions of this country and to stop this blackmail." Obviously the sands of Senator Haig's leadership are running out.

She never slept in a bed!

This is Maria, aged 8. She lives in Kalavryta, the "Lidice" of Greece. Her father was killed by the rebels. Her mother wanders the countryside, weak in mind after years of suffering. Home is a cave dug out of a cliff. Bed is the earthen floor on which dirty rags are spread at night. Food is an occasional bowl of soup, a few greens or a piece of bread begged from a poor neighbor. Maria's is the lost generation, lost from the want of love of fellow creatures and even the simple needs of food and shelter. How will she grow up . . . who will help her?

You, alone, or as a member of a group, can help these children by becoming a Foster Parent. You will be sent the case history and photograph of "your" child upon receipt of application with initial payment. "Your" child is told that you are his or her Foster Parent. All correspondence is through our office, and is translated and encouraged. We do no mass relief. Each child, treated as an individual, receives food, clothing, shelter, education and medical care according to his or her needs.

The Plan is a non-political, non-profit, non-sectarian, independent relief organization, helping children in Greece, France, Belgium, Italy, Western Germany, Viet Nam, and Korea. International headquarters is in New York. Financial statements are filed with the Montreal Department of Social Welfare and the Toronto Board of Trade. Full information is available to any competent authority. Your help is vital to a child struggling for life. Won't you let some child love you?

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If possible, sex .....
I will pay $15. a month for one year ($180.00). Payments will be made quarterly ( ), yearly ( ), monthly ( ).
I enclose herewith my first payment $.....

B. I cannot "adopt" a child, but I would like to help a child by contributing $.....

Name.....

Address.....

City..... Prov.....

Date..... *Contributions are deductible from Income Tax.*

Canadians Borrowed MORE This Year at the B of M...

$1,438,000,000 on loan — *Highest on Record*

Reporting an increase of $55,000,000 in the Bank's loans during the past year, Arnold Hart, B of M General Manager, told shareholders at the 140th annual meeting that total loans stood at $1,438,000,000 — a new year-end peak in the Bank's history.

This money has been lent to small business and large . . . to industrial concerns of all kinds . . . to merchants, farmers, ranchers, fishermen, miners and oilmen . . . and to people in all walks of life for a variety of useful purposes.

"We have endeavoured," said Mr. Hart, "to follow a consistent policy in meeting the requirements of customers for mortgage funds and while of necessity our program has had, at times, to be geared to prevailing monetary conditions, this Bank has never withdrawn from the field of mortgage lending.

"We are ever mindful of the business and personal credit needs of smaller borrowers and it is our constant endeavour to accommodate them for their proper and reasonable requirements."

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Saturday Night

Units are stripped of trained men to provide light search and rescue teams for a civil role.

Civil Defence Is No Job For the Militia

by W. R. Buchner

A forthright opinion by a former CO, relieved of his command because he spoke out in opposition.

UNTIL A FEW WEEKS AGO I served with the Canadian militia as commanding officer of a regiment of The Royal Canadian Artillery. I was asked to retire because, in a letter to my superior officer, I criticized very strongly a policy which I believe will ruin the Canadian militia.

The militia, which has a vital military job to do in Canada's defence, is being turned into an army of World War II type air raid wardens. Regiments trained to work and fight together on familiar home ground are being chopped up to form Mobile Support Groups which, I am convinced, will be virtually useless. Periods for winter training have been cut and unit summer camps abolished.

I believe that, in addition to the militia's first responsibility to serve Canada anywhere in the world, it has a responsibility to the citizens of the community where its units are situated — in my case, in southwestern Ontario. In a thermo-nuclear war, the militia can expect to be faced with an immediate job in its own area. This job, however, is a soldier's job and not the same as the responsibility assigned to Civil Defence.

Civil Defence in Canada has a most difficult role. It must gauge as accurately as possible the living conditions that can be main-

CONTINUED ON PAGE 38

by William Sclater

Our Merchant Marine Sold Down the River

WE NO LONGER HAVE a Canadian merchant marine. Some 68 ships, vestiges of our Canadian-registered, postwar saltwater merchant marine have gone over in recent years to British registry. Sailing under our flag they could not compete with foreign-flag shipping, not even for Canadian cargoes originating in our own seaports. Ships, in our private enterprise system, must pay their way and pay their share of taxes too. But when vessels of Canadian National Steamships, the last of a native Canadian deep-sea merchant marine, amounting to only eight merchant ships, are arbitrarily transferred to Trinidad Registry we have good reason to take issue.

There can be no possible excuse for transferring a steamship line owned by the people of Canada to the sovereignty of a foreign registry. To give the excuse of a wage dispute is even worse. What we are saying, in effect, is that we recognize colored seamen are not entitled to the wages paid to white seamen and we are going to man our ships with "cheap" labor to beat down the demands of our own Canadian seamen.

Surely, in all its long and often politically chequered history since it was founded in 1892 to provide a direct shipping link with the West Indies, this is the lowest point ever reached by the Canadian National Steamships.

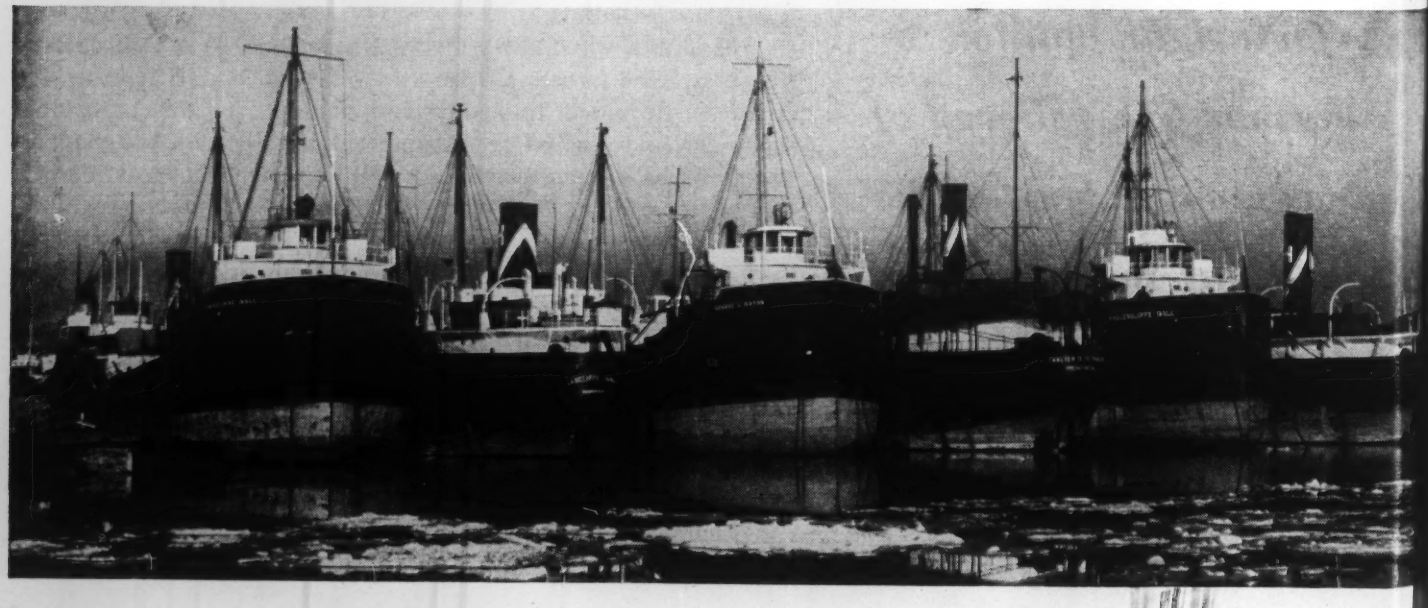
We are no sixth-rate bankrupt little power to be shucking off our responsibilities by any such cheap expedient. The Canadian National Steamships cannot be viewed, in any sense, in the same light as a private enterprise shipping line. We have ties with the West Indies of history, trade and Commonwealth connection and we have responsibilities too for this sphere of influence. Are we to abandon all these at the dictates of some bureaucratic squabble over seafarers' wages?

Any steamship line owned and operated by the people of Canada out of Canadian seaports should and must be registered in Canada and these ships should be worthy representatives of the people of Canada in every way. Even if we man these ships solely with naval reservists they should be models, in every department, for private shipowners to aim at and lead the way to the establishment, in the not too distant future, of a new independent merchant marine under Canadian registry. And for that there may be a brighter horizon in the offing that even the most optimistic of its proponents appreciate.

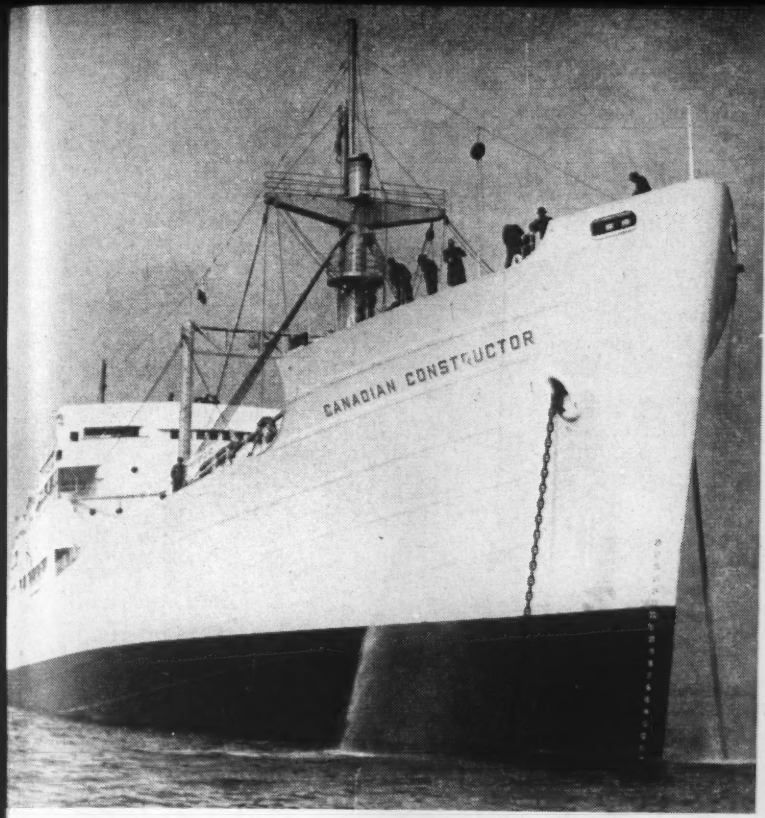
This dodge of transferring registry to some foreign country to escape taxation and pay the lowest possible scale of wages to foreign seamen does not really benefit any country.

Cheaper freight rates is the immediate cry. But are they cheaper? These ships pay no taxes to this country.

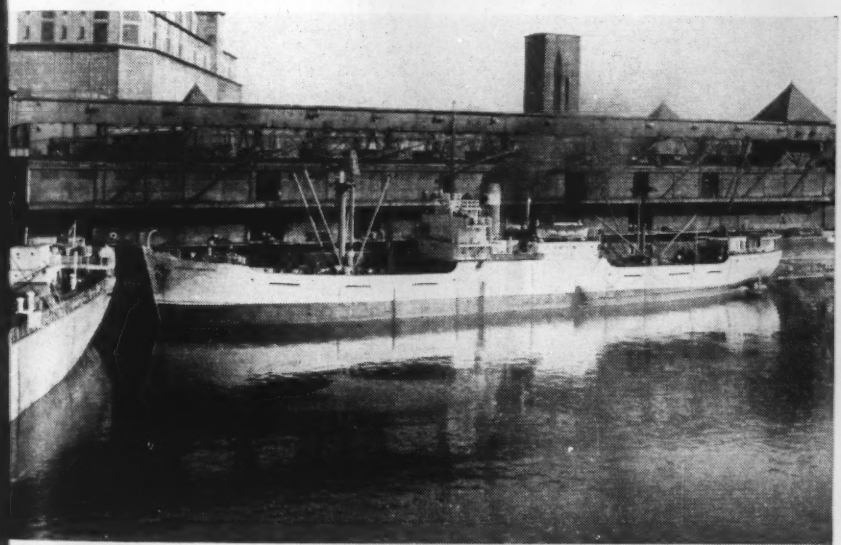
We have a native Canadian merchant marine of nearly 300 ships on the Great Lakes, handling 35 million tons yearly.



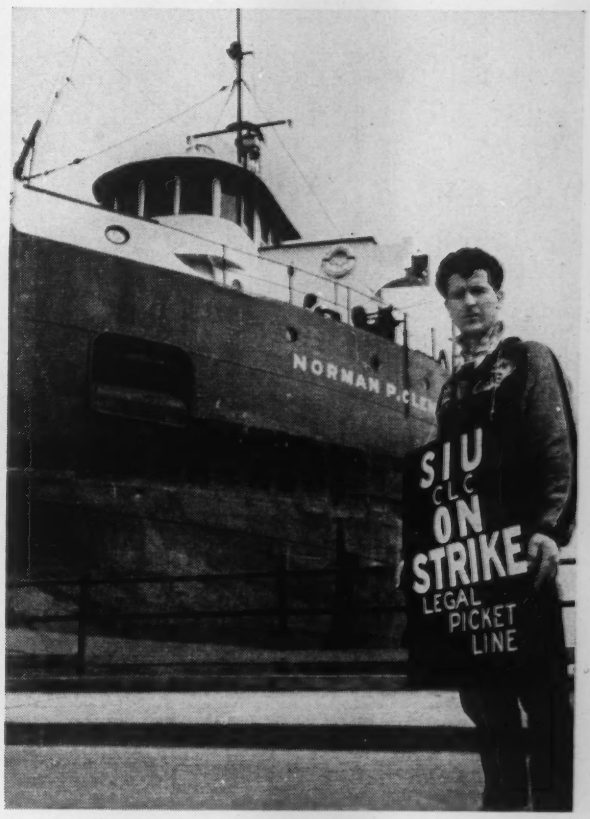
There is no possible excuse for transferring ships owned by the people of Canada to a foreign flag because of a bureaucratic wage squabble.



"Canadian Constructor", transferred to Trinidad registry.



C.N. Steamship "Canadian Observer" no longer to fly Canadian flag.



International Seafarers Union fought C.N.S. before.

They do not employ our seamen. The laws which govern them are lenient in the matter of how they are fitted and manned for safety at sea. In one year of war we would be soaked more for the hire operation of a single one of these ships than would keep a ship of our own, Canadian found, manned and operated for 20 years at our rates of pay.

British shipping, probably the most efficiently operated in the world, found in recent years that competition from ships operating under flags of convenience, with little or no tax or other responsibility was crippling their operations. But a British Chancellor promptly announced that tax relief in the form of investment allowance for new ship construction for replacement programs would be doubled from 20 to 40%. One large British shipping line, contemplating the establishment of a subsidiary operational company in Bermuda changed its mind. To transfer to registry in another country would be a costly business, their spokesman said, and would take more than 10 years to justify the cost. Yet this is what the C.N.S. is doing and it isn't even a private enterprise company.

The Republic of Panama, with a population considerably less than Toronto, is the fourth largest merchant marine power in the world. More than 600 ships representing more than two and one-half million gross tons of shipping are registered under the Panamanian flag. Liberia, a negro republic in Africa is another big shipping register.

What chance have ships operated under British or Canadian registry, employing white seamen, maintaining

CONTINUED ON PAGE 37

Over eight million foot pounds of energy created this impact which snapped steel and snuffed out a life.

How to Walk Away From Your Car Crash

by J. J. Brown

ON A BRIGHT SPRING day not long ago, an elderly woman driver was waiting to cross an express highway near Toronto. In the distance a transport truck loaded with twelve tons of goods was approaching at 50 miles an hour. The lights changed just as the truck reached the intersection. The woman, safe in the knowledge that the law was on her side, started forward as soon as she had the green light. But the laws of physics were against her, since the heavily-loaded truck had stored up plenty of energy. The driver couldn't possibly stop or turn even if he had wanted to. The car, hit squarely in the middle, disintegrated as the truck pushed it sideways hundreds of feet along the road; the woman was ground between metal and pavement.

If you took Physics 1A in college you will realize that if your car comes to a sudden stop from 50 miles an hour you are going to be badly hurt. Some drivers, free from this bit of knowledge, will do things first and worry about the physics afterwards. This leads to some spectacular accidents.

Since your turn may be coming up, the wise thing to do is learn how to get out of your automobile accident alive. This can be accomplished by a little study of the physics of driving, and a little practice.

The four elementary ideas in the physics of a moving automobile are simple enough. First there is something called "kinetic energy". How hard you hit a tree depends primarily on the amount of kinetic energy stored in your car at the moment of impact. This amount is half the weight of the car multiplied by the square of its speed.

The heavier the car the harder you will hit; the faster you travel, the harder you will hit. If you drive a heavy car very fast, your chances of surviving an accident where you come to a sudden stop are not good. For accident purposes the effective weight of the car is the total weight of car and occupants. Therefore drive more carefully when your car is heavily loaded with passengers and baggage. Note that the kinetic energy increases as the square of the speed. This means that a car moving at 60 m.p.h. will hit not twice, but *four times* as hard as one moving at 30 m.p.h.

The second idea from physics you should know before getting behind the wheel is that of "friction". This is the force which, acting between tires and road, causes your car to move when you step on the gas. It is the lack of this force that causes your car to skid off a wet or icy road on turns. The amount of friction depends on the area and nature of the two surfaces in contact. Large areas in contact mean high friction, which explains why the quickest way to bring an automobile to a stop in snow is to skid it *sideways*. The nature of the two surfaces in contact also determines the friction. For each pair of surfaces, (rubber on concrete, rubber on wet clay, and so on), there is a number which expresses how difficult it is to move one surface over the other. This is called the "coefficient of friction". Since this number is low for rubber on gravel, you watch out for skids on gravel roads.

The third idea from physics needed to survive automobile accidents is that of "centrifugal force". This is the name given to the force tending to throw you out the side door when you take turns too fast. When it passes a certain value (which depends on the car's balance and other factors) the car rolls over.

The last idea we need is a little more difficult, chiefly because of its imposing name: the "resolution of vectors". When two objects come to a halt after colliding head on, the total kinetic energy stored in one must equal the total stored in the other. Thus when your 3,000 pound automobile going 50 m.p.h. (73.5 feet per second) collides head on with a similar car going in the opposite direction, more than 16 million foot-pounds of energy must be dissipated as the two cars come to an abrupt stop. This energy is used up in bending steel, throwing glass through metal housings, generating large quantities of heat, and smashing passengers' bodies. This is the ideally bad way to dissipate stored energy, because it is done over a very short period of time. More satisfactory all around is a system for using up the energy over a longer period of time. The way to do this is to hit obstructions at an angle; that is, use vectors.

For simplicity let's assume that one of the vectors is stationary — your car is about to hit a stone wall. The wall exerts a force at right angles to its surface sufficient to prevent any movement. At the moment of impact the car is acted on by two directional forces or vectors: the kinetic energy stored in the car, and the wall's resistance to movement. The path your car will take after hitting the wall is called the "resultant" of the two vectors.

The new path your car will take after using up some of its stored energy in crumpling the fenders and gouging a few pieces out of the wall, is the resultant of the two vectors. By striking glancing blows at several fixed

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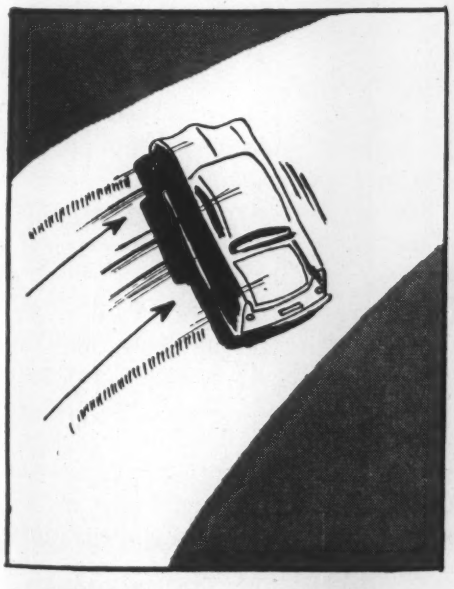
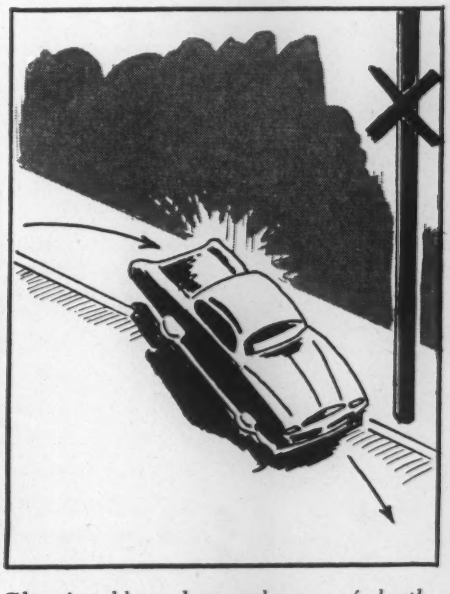
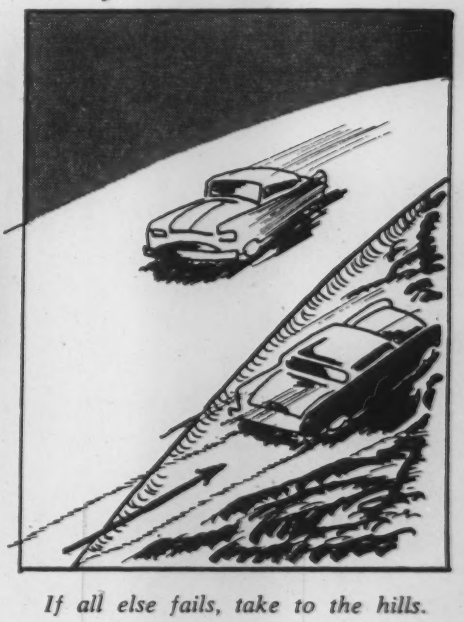
If you drive a motor car and want to stay alive here is some basic advice from elementary physics. The accident may junk your car but you will step out shaken and alive.



Skid sideways to stop quickest.



Glancing blows lessen danger of death.



If all else fails, take to the hills.

The Kremlin has been careful to distinguish between Eisenhower and his colleagues—between Dulles and his chief.

America's Burden of World Leadership

by Maxwell Cohen

IN THE RECONSTRUCTION of world politics during the past 40 years de Toqueville's early, uncanny prevision, of Russia and the United States as the two greatest powers, has now become the fact *par excellence* of this political planet. There are elements of irony in the emergence of American supremacy, just as there are qualities of danger in the unexpected triumphs of Soviet strength. For the United States became a world leader with vast responsibilities almost despite her wishes while the Soviet Union moved toward its destiny supported both by the will to domination and the certainty that history was on its side.

In an odd way, the free world, and even some of the uncommitted states, long have come to take United States authority for granted. Indeed, the pre-Sputnik image of Washington was almost naively one of omnipotence—the custodian of massive retaliatory airpower, the co-ordinator of the free world's decisions, the outstanding technological success in man's short history. American prestige, while erratic in the Middle East, achieved after the Suez crisis a certain "solid" basis in the Afro-Asian world because of the independence with which the United States approached that Anglo-French experiment in disaster. At the same time the economies of large parts of the world were influenced by American aid, by her import policies and by the repercussions felt almost everywhere from the steady rise in her gross national product.

In short, the days of American isolation were only

a memory for historians; and while it is true that McCarthy and the "radical" right-wing republicans resurrected briefly the spectre of xenophobia, this was a transitory phenomenon of no really deep significance and it died before McCarthy himself was finished. The country which since 1941 had led the Allied world against Germany and Japan; that had rescued Greece and Europe with the Truman Doctrine and the Marshall Plan; that had evolved the defence structure of the West against the U.S.S.R. through the establishment of NATO; that had organized security relations with more than 50 states by a series of military arrangements spanning the globe; that state no longer could have had anything but the vaguest memories of its internationally unencumbered days. The world of Mark Twain and the sleepy Mississippi were no further away than were these nearer prewar years when the United States believed it could go it alone.

The shock to Western and "neutral" opinion of Sputniks I and II has compelled some re-examination of this free-world model where Washington was the acknowledged leader. For the fissures in the Atlantic Alliance caused by Suez and Algeria were now accentuated by a sense of disquiet at the prospect of discovering that the leader of the alliance did not have that massive technical advantage so clearly as to justify the assumption of supremacy. Hence the past several weeks have seen intensive diplomatic manoeuvering aimed at strengthening the alliance, as well as its related Bagdad Pact associations, and in the forefront of this program was not only the plan to increase the pooling of atomic and scientific information but the prospect of a dramatic meeting of the leaders at the NATO sessions in December. For with the President, Mr. MacMillan and other prime ministers in attendance, there was to emerge a new sense of unity and decisiveness. Eisenhower himself was to be again the supreme symbol of a West politically united, economically thriving and technically assured.

How "real" had become, in fact, this unique role that President Eisenhower was to play was evident at once upon the announcement of his recent illness. This shock, though different, was almost as severe as Sputnik had been a month or so before. It is difficult to understand clearly why this was so, but the press and the public in France, in Britain, in Holland, even in Canada — less sensitive than Europe to the meaning of NATO — all reverberated to the impact of the thought that the President might no longer be available to lead the great coalition. And this leads one to ask whether there has not been a tendency to underestimate the force of Eisenhower's personality and character, an underestimation that resulted from world and western criticism of many aspects of his domestic policies on the one hand and of his unqualified support of Mr. Dulles on the other. Balanced budgets and Little Rock; the memory of weakness in the face of McCarthy, and of indecisiveness in dealing with inter-service rivalry; the picture of the golfer-at-play rather than the statesman hard at work; and, in general, a growing belief that to a rather limited intellectual level must now be added the physical defects of a heart attack and a major operation — all of these combined to suggest that the President was no longer a truly effective figure.

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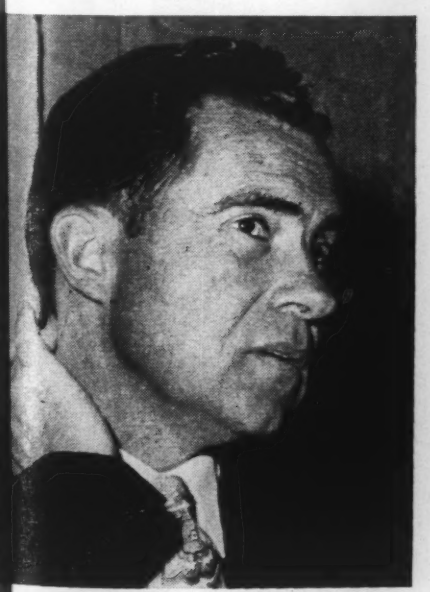
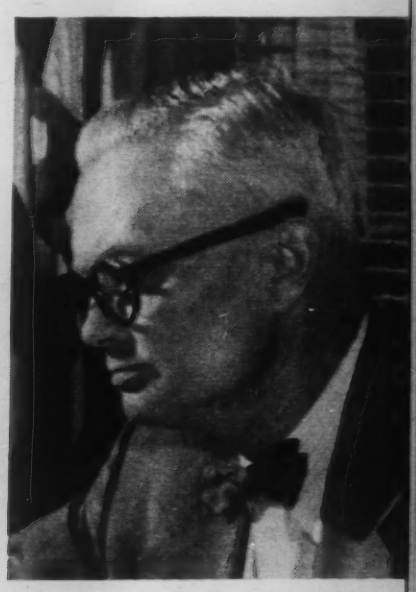
Power and diplomacy for enemies; consultation and shared strength for friends; generosity for the rising peoples are the prices the U.S. must pay for its thankless task.



Even the "new" Nixon must tread a very careful path.

Little Rocks can happen too often if the United States is to maintain its leadership in an anti-colonial world.



Chief-of-Staff Adams plays a major role in decisions.

Henry Raeburn: "Mrs. James Campbell". 30 x 25" Collection, Col. P. M. Thomas, Glasgow.

Henry Raeburn: "The Archers". 39 x 48½" Collection, trustees of Viscount Novar, Raith.

John Hoppner: "The Morton Children". 61½ x 49¼ inches. Collection, Lord Rothschild, Cambridge.

Sir Joshua Reynolds: "Joanna Leigh". 93 x 57 inches. Collection, Lord Rothschild, Cambridge.

Sir Thomas Lawrence: "Portrait of Arthur Atherley as an Etonian". 49½ x 39½ inches. Collection, Los Angeles County Museum.

Joseph Highmore: "Pamela in the Bedroom with Mrs. Jewkes and Mr. B". 25½ x 31½ inches. Collection, Tate Gallery.

William Hogarth: "The Painter and his Pug". 35½ x 27½ inches. Collection, Tate Gallery.

A Passion for Respectability

The Exhibition of British 18th Century Art

by Paul Duval

EIGHTEENTH CENTURY British painting has known more critical ups and downs than almost any period of art.

Before the crash of '29, the great dealer Lord Duveen zoomed prices of 18th century painting to astronomical heights. Pictures by Reynolds, Gainsborough, and Romney were among the most coveted collectors' items on the market.

During recent decades, the fortunes of these artists have waned somewhat, and works which once commanded small fortunes are selling for relatively little.

This winter, an exhibition has come to Canada which should help balance the record. The greatest show of 18th century British painting ever to cross the ocean opens at the Art Gallery of Toronto January 11 to February 16. It has already been shown in Montreal and Ottawa.

Eighty-six works representing 28 painters have been loaned for the occasion. The lenders range from the Queen to New York's Metropolitan Museum.

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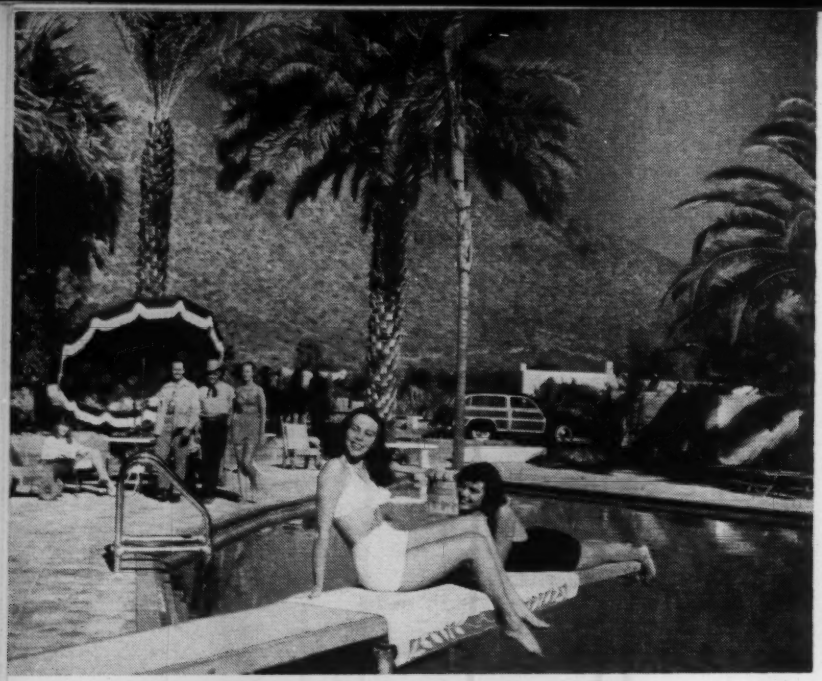
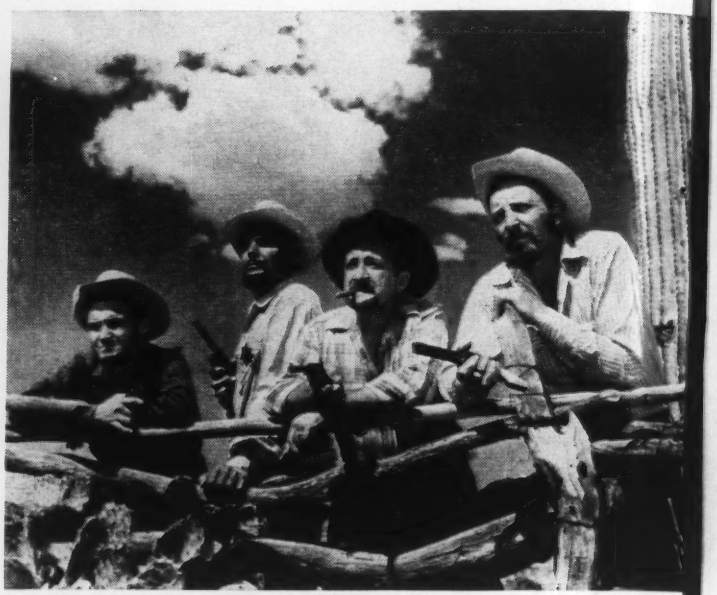
Thomas Gainsborough: "Mary Gainsborough". 30 x 26½ inches. Collection, National Gallery, London.

Travel



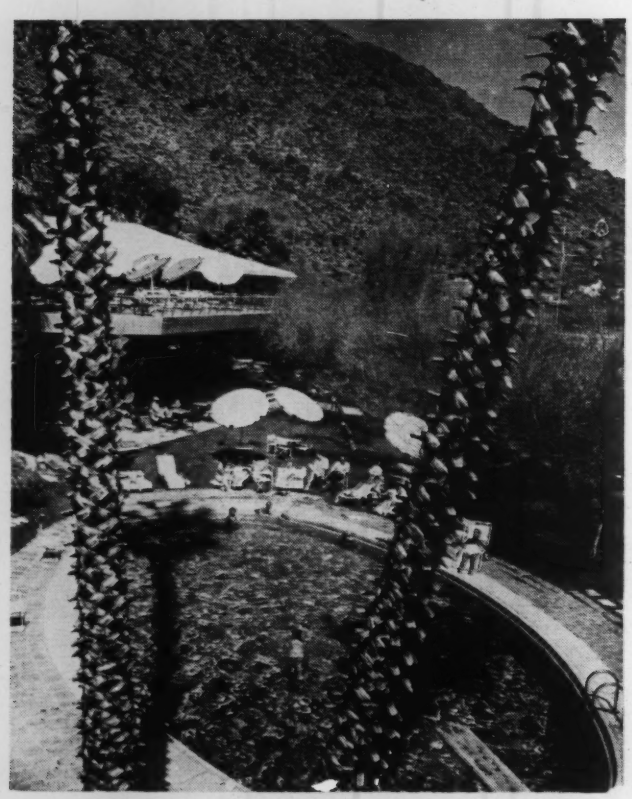
Against a desert mountain backdrop, swimming pool at Royal Palms, near Phoenix, Arizona, is oasis for winter bathers.



Citizens and visitors dress up for Tucson celebrations.

Seeking Sunshine i

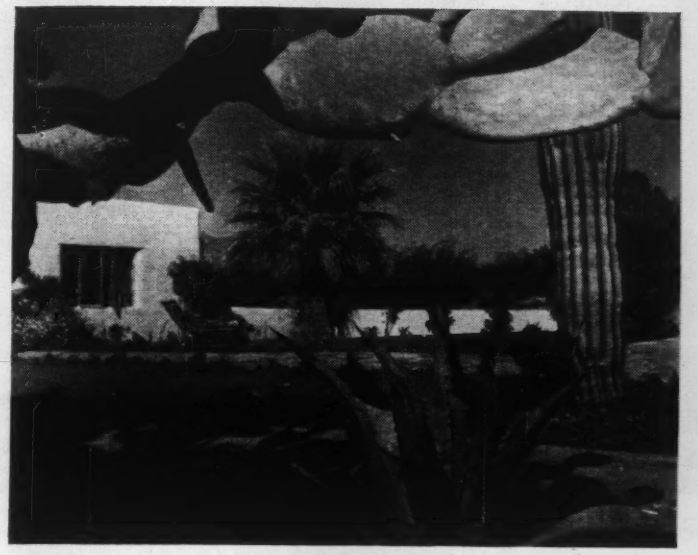
Desert dryness, mountain air a



The oval pool of Palm Springs Tennis Club.

A maze of minarets rises from the floor of canyons.

A popular western route is via New Orleans. Architecture of the Vieux Carre is famous.



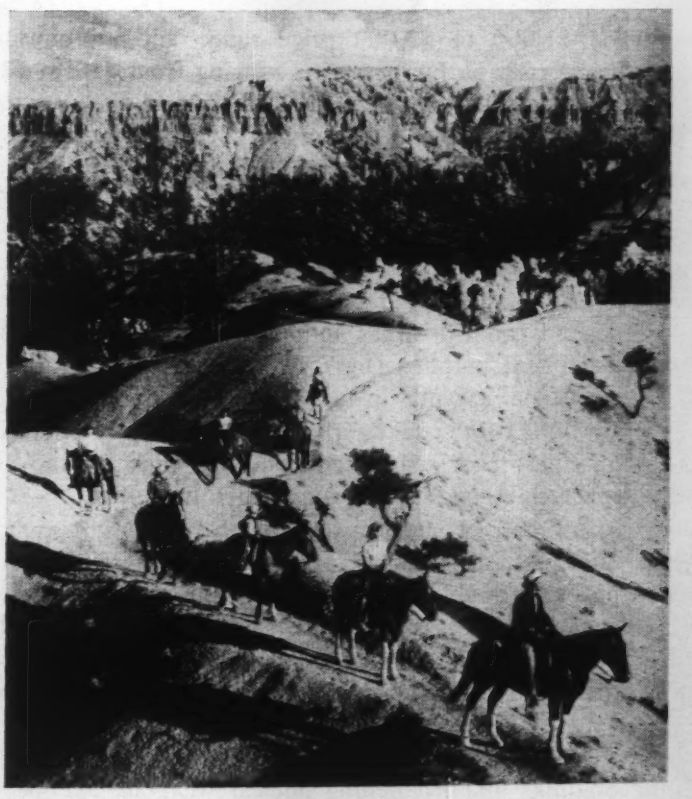
Green lawns dotted with palms and cactus for outdoor living at the Camelback Inn, popular Phoenix resort.

Life in Death Valley. Summer weather is enjoyed all winter by visitors to the Furnace Creek Inn.

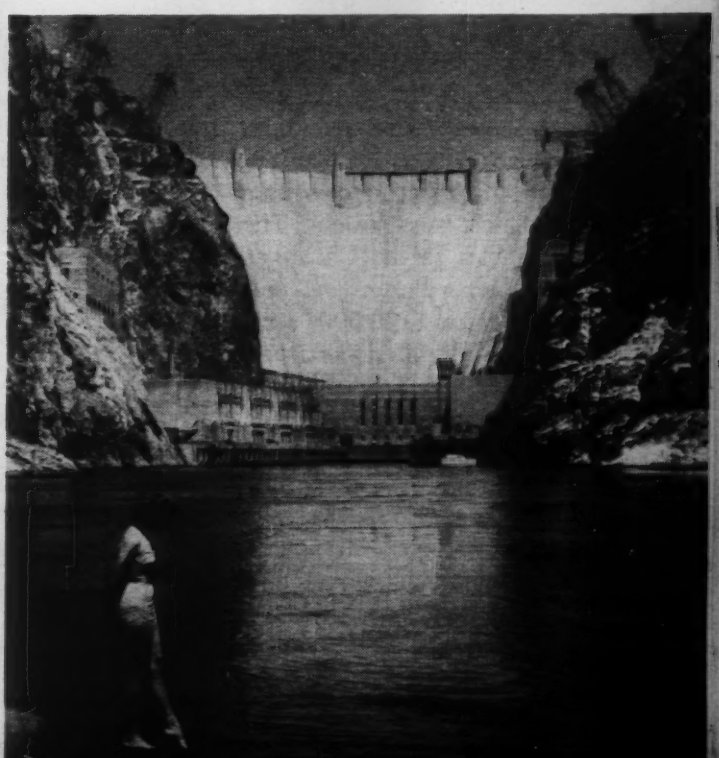
in the Southwest

and swimming pools everywhere.

Joshua trees stud the desert around lawns at Apple Valley Inn, a year-round resort.



Gentle mounts for visitors who explore the desert.



Boating and fishing are provided by Lake Mead, formed by the gigantic Hoover Dam.

Growth of suburban plazas did not cut into department store business. Increased Christmas trade kept everybody busy.

Christmas Shoppers Ring Up a Record

by Gerry Moran

Christmas business booms but big spenders wary. Mechanical moppets pass up Sputniks for trains.

As CANADA'S hottest Christmas shopping spree drew to a spirited close it looked as if foot-weary retail clerks would ring up total sales of more than $475 million — an increase of about $25 million over last year's festive splurge.

The Big Time Spenders appeared to be the only shoppers tightening the purse strings. Birks, for instance, usually fills orders for 10 to 20 Christmas gifts in the $10,000-and-up range from one store within shopping distance of Toronto's Bay Street financial district but this year they report this extravagant trinket trade almost non-existent. There were only a few cautious nibbles as the Christmas Eve deadline neared.

In the luxury class you could probably pick up a bargain yacht for $140,000, a chinchilla coat for $25,000 or, at the art galleries a Rembrandt for $150,000 or a Rubens for about $65,000.

The real Christmas shopping story this year, however, is the surprising buoyancy of the consumer economy. Retailers who were preparing to sing the blues ended up joyfully carolling. Economists — but not the shopkeepers — were a little concerned that this year's business, although up in volume, had not kept pace with the population growth.

There was a lively trade among generous donors in the $1,000 to $3,000 price range and an unusually heavy rush on business gifts ranging from $10 to $200. One big seller was a solid gold thimble that just happens to hold the right amount of raw material for a glass of Christmas cheer. Other expensive jewelry items that moved well were Sevres vases at $500, $200 candlesticks and diamond-studded wrist watches at prices up to $7,500.

The handicrafts trade — like the jewelry business — depends on Christmas shopping to sell 25 per cent of its annual output. Don't be surprised to find Eskimo soapstone carving in your stocking this year. They start at $2 for small figurines and range up to $200. The museums and well-heeled collectors pick off the more spectacular pieces that run higher than that.

All this, of course, is the froth on the gift-shopping tide. At the down-to-earth level, supermarkets will probably double their average weekly sales in the seven days before Christmas. The growth of suburban plazas has not hit the downtown department stores hard and there still seems to be plenty of business to be divvied up.

In Santa's toyland, there is a flurry of interest in Sputniks and frightening nuclear weapons but the ubi-

CONTINUED ON PAGE 35

Books

by Robertson Davies

Theatre Royal, Drawing-Room

The amateur theatricals of Queen Victoria's day deserve an affectionate backward glance and what better time than at the approach of Christmas?

AMATEUR THEATRE has achieved such stature in our time that it is as good as an octogenarian's life is worth to let slip the old-fashioned phrase "amateur theatricals"; the least that can happen is that the offending dotard will be told that the trifling which he recalls from his youth has nothing whatever to do with our high-powered, elaborately-financed Little Theatres. But the amateur theatricals of Queen Victoria's day deserve an affectionate backward glance, and what time is better than this, when the approach of Christmas puts us on good terms with so much that is old-fashioned? Let me continue my custom of writing about an old book at Christmas by offering some reflections this year on a rare volume which I cherish, called *Drawing-Room Plays and Parlour Pantomimes.*

Though rare, the book is not valuable. Nevertheless I would not part with my copy for any money, for it is one of those secret doors through which it is possible to slip, quickly and unobserved, into a delightful aspect of the past. It was published in 1870, and its editor was Clement Scott, the drama critic. His purpose, he explains in the preface, is to satisfy the need which is felt everywhere (this was in 1870, remember) for short plays which can be quickly rehearsed and performed at house parties, and especially at Christmas. As we read this, we recall those chapters, so common in Victorian novels, in which a house party presents a play, and invites the neighbors in to see it. It all sounds charming. To have a house big enough to accommodate a large number of guests; to have time to get up a play; to invite other friends in to see it—much better fun than television, though we may have doubts about the quality of the performance. It is easy to romanticize the past. But then, why not, when it is so hard to romanticize our present?

These plays, designed for what Victorians facetiously called "Theatre Royal, Back Drawing-Room", were written for Scott's collection by some of the ablest playwrights of his day. E. L. Blanchard, editor of *Punch* and a tireless concocter of pantomimes, was one of them, W. S. Gilbert was another; Palgrave Simpson, Tom Hood, J. C. Brough — their names are familiar to students of Victorian theatre, and in this book we have an excellent capsule study of what appealed to the playgoers of the 'sixties and 'seventies. In a hundred years, no doubt, a collection of modern drama will read quite as strangely.

Blanchard leads off with an "Induction" which, he explains "may be found useful to take the place of an occasional Prologue at Private Theatricals, and can easily be modified to suit circumstances". The scene is The Factory of Fun in the World of Waggery, and the characters are called Joketta, Witticisma, Punarena and Whimwag. Their fun is all of the punning variety. Victorians appear to have had an unappeasable appetite for puns. They similarly loved the concealed quotation from Shakespeare, and we must conclude that they were much better acquainted with his works than any modern audience is expected to be. Blanchard's piece is a welter of word-play, and would, I fear, make little appeal to an audience now. But what of that? It was written for 1870, and if we can creep into an intellectual Sputnik and remove ourselves to that era, we too may roll about, helpless with mirth, among the audience in Theatre Royal, Back Drawing-Room.

For children a crusty role.

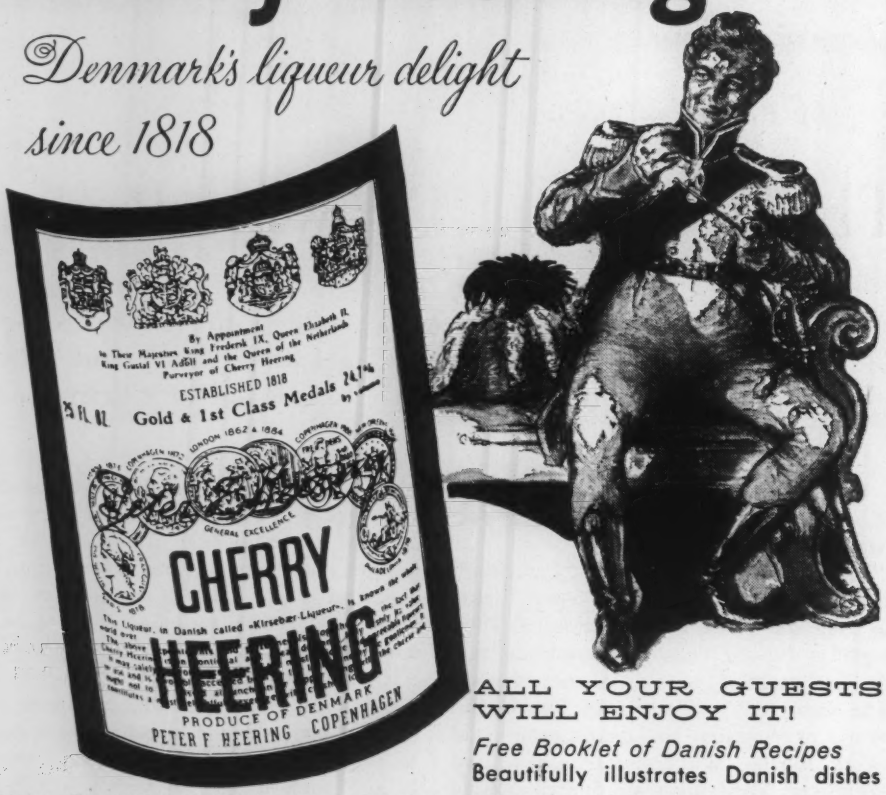
Not only puns and Shakespearean allusions, but extended parodies, were dear to the Victorians. It is doubtful if there is any modern play so widely and well known that a parody of it would appeal to a chance audience, but in this collection there is a parody of that Victorian favorite *Ingomar, or the Noble Savage,* by E. F. J. von Munch-Bellinghausen and translated by Maria Lovell—a drama considered as profound in its day as the works of Tennessee Williams or Eugene O'Neill are now. It is, briefly, about a German barbarian living in a very early but vague period of history, who is domesticated by a Grecian maiden called Parthenia. We are prevented from appreciating R. Reece's parody of it at its full value because Time has so remorselessly caused *Ingomar* to become a parody of itself. But we can raise a faint smile when we see that the noble Greeks bear such names as Sillias and Squintus, whereas *Ingomar's* barbarian friends are called Tagragides and Bobtailos. A *very* faint smile.

Parodying Shakespeare always amuses some people, even when not well done. In this collection we read *Katharine and Petruchio, or the Shaming of the True,* with an odd sensation of having heard it all before—and we have done so, in *Kiss Me, Kate.* Age cannot wither Shakespeare, but it stales his parodists with astonishing rapidity.

From the Victorians we expect sentiment, and this collection of short plays provides it, hot and strong, in a domestic scene called *The Pet-Lamb,* by Clement Scott himself; in it, a kindly farmer comes to the assistance of a poor dress-

Cherry Heering

Denmark's liqueur delight since 1818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maker and her sick child. The child, Bertie, is a very Victorian creature, desperately sick of a fever, but eloquent and wise beyond his years, with a disagreeable relish of his own pathos. The modern dramatist will envy his Victorian brother the ease with which he dealt with the problem of antecedent knowledge; it was only necessary for a character to say "Surely you recall—", or "You will not yet have learned—", and then to go off into twenty or thirty lines of flat-footed exposition of the plot. Happy days! Happy days! How long has it been since a dramatist dared to introduce that sure card, that infallible tear-jerker, a sick child, into his work.

More subtle than *The Pet-Lamb* is *Fireside Diplomacy*, in which a lady conquers—perhaps smothers would be a better word—her husband by loving attention and submission, when he is tempted to go out to a party with some male friends. It is worth noting that she prepares for him a lobster rissole, a roasted chicken and a lemon pudding, to be consumed before going to bed, as part of this scheme. Not only have we lost the brassy sententiousness of Victorian dramatists; we have also lost their carefree disregard for weight control. I should greatly like to see *Fireside Diplomacy* performed on the same evening as *The Girls of the Period*, which is a saucy farce in which two pretty girls dress the brother of one of them in female clothing, so that an elderly French Count woos him by mistake. Apparently there was much concern in the 'seventies that the girls of the period were approaching life with unbecoming levity. Certainly these girls play a naughty trick on their uncle and guardian.

It is fascinating, by the way, how many girls in Victorian plays have uncles instead of fathers. Presumably the tricking of a father on the stage would be contrary to public morality, whereas a tricked uncle was a figure of fun. Dr. Freud came just in time.

Perhaps the most characteristically Victorian piece in the book is Tom Hood's *Harlequin Little Red Riding-Hood*, a pantomime written to be performed by children, and a positive quagmire of puns. Even the cast of characters contains such things as this—

JACK, the woodcutter, who rescues Red Riding-Hood from the Wolf, quite by axey-dent.

DAME MARGERY, mother of Little Red Red Riding-Hood, a crusty role, and very ill-bread.

In this entertainment the story of the fairy-tale is acted out with the uttermost facetiousness, and then, in a Transformation Scene (which the directions explain is very simple to contrive, but which sounds as though it might tax the full production staff of the Stratford Festival) all

Nancy Ross: A source of strength.

the characters are turned into Harlequin, Clown, Pantaloon, Columbine, and those other traditional figures through whom the Victorian Christmas pantomime kept its connection with the Old Italian Comedy of the seventeenth century. That children should ever have performed this piece seems extraordinary now, but beyond a doubt they did so, and I wish I might—like Scrooge visiting the scenes of Christmas Past — have seen them do so. *That* would certainly provide a Merry Christmas, one way or another.

Canadian Past

Our Living Tradition, Edited by Claude T. Bissell—pp. 149—*University of Toronto Press—$3.50.*

THE SECOND VOLUME of real excellence to originate from Carleton University within a few weeks gives the general public the privilege of sharing with the original limited audience seven lectures of unusual interest given there by seven distinguished Canadian scholars and men of letters.

Carleton's Bissell: Keying the mood.

The subjects, all now-famous Canadian personalities, are of political, historical or literary interest. Although their links with one another are for the most part tenuous, taken together they subtly suggest some of the more complex aspects and tensions of Canadian life. The lectures are as varied and as aptly chosen as their subjects: Frank Underhill speaks on Edward Blake; Malcolm Ross on Goldwin Smith; Donald Creighton on Sir John A. Macdonald; Munro Beattie on Archibald Lampman; Mason Wade on Sir Wilfred Laurier; Wilfred Eggleston on Frederick Philip Grove; and Robertson Davies on Stephen Leacock. A brief introduction by the editor, Carleton's President, keys the mood exactly.

This is a book which will appeal to all readers who value individuality, acuity of perception, and literary style combined with intellectual content. M.A.H.

Troubled Minds

The Return of Lady Brace, by Nancy Wilson Ross—pp. 242—*Random House —$3.95.*

IT IS NOT SURPRISING that Mrs. Ross's next book is to be an introduction to Buddhism.

This novel is a study of the impact of some Buddhist beliefs on a normally confused American family. Lady Brace, a muddled grandmother, returns to her family home on Long Island to visit her two daughters; her crippled brother has also returned from his home in Ceylon, bringing with him as friend and mentor a yellow-robed Buddhist priest known as Venerable Sir. The plot is provided by the emotional tangles of the family, including children, friends and lovers, and Lady Brace's search for calm of mind to help her cope with it all. Venerable Sir points the way to a source of strength.

Admirably done as all this is, the book suffers from a sudden twist of plot which provides an easy conclusion. But though it is maimed as a novel, the book is full of interest for anybody whose problem, like Lady Brace's, lies in the confusion and delusion of the outer world. B.E.N.

Doctor's Medicine

The Doctor's Signature, by Hamilton Johnson—pp. 255—*Doubleday—$2.75.*

HERE IS A comic novel which is inclined to slip sideways into pathos. It relates the adventures of Dr. Truscott, a hapless but not incompetent general practitioner, who has two wives (one current and one in storage) and adulterous aspirations but whose sense of professional honor keeps cropping up when serious roguery threatens him. But more entertaining than the plot is the incidental comment on the medical life of Britain under the National Health plan; Dr. Truscott's interest in

ACHIEVES MOST CHERISHED AMBITION

"Thanks to N.I.A., I have achieved one of my most cherished ambitions. Vancouver 'Province' has accepted me on the staff as correspondent. The Editor assured me that my N. I. A. Training would be an invaluable asset in newspaper work." — Mrs. Gladys Collinson, Kinnaird, B.C.

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Few realize that the great bulk of commercial writing is done by so-called "unknowns".

Not only do these thousands of men and women produce most of the fiction published, but countless articles on business affairs, homemaking, social matters, travel, sports, hobbies, local, club and church activities, etc., as well.

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Ever drink a label?

Posy and Jack who are coming in tonight used to be very 'label conscious'.
It didn't matter what anything tasted like—they'd read the label before they'd venture an opinion.

Last time, we served them my favorite wine—Canadian "74" Sherry—but I covered the label with my hand. Posy used the word 'delightful'. Jack said it had 'character'.
They're good sports—and "74" fans now, too. They agree now that the important thing is not the label *on* the bottle, but the wine *in* the bottle.

Bright's fine Canadian *Wines*
SINCE 1874

I enjoyed reading 'The Story of President Champagne'.
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alain's steeplechase

By ALAIN

Over 1,000 Alain cartoons have appeared in The New Yorker since the mid-Twenties. Now to re-delight readers who have been entertained by his subtle, perceptive humour, this book offers the first collection of Alain's work. $4.95

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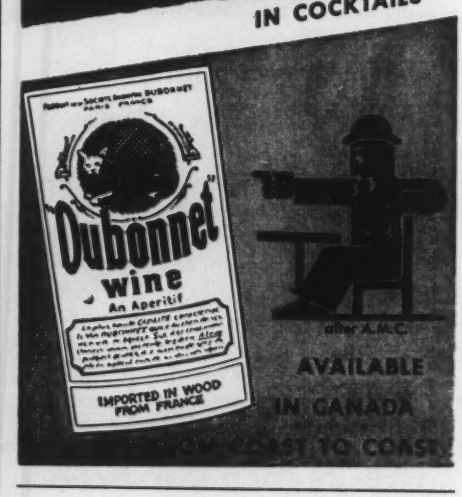


his patients is, to put it mildly, remote, and his ability to cope with serious illness sometimes appears to be considerably less than that of a corner druggist.

As an antidote to the devoted young physicians of A. J. Cronin and the movies, this is hard to beat, and it is just the book to give your doctor. It will either kill him by provoking a fit of apoplectic rage, or it will delight him. Certainly it should be widely read in a country which is moving toward a national health scheme of its own. S.M.

Faith and Violence

The Devil's Cross, by Walter O'Meara—pp. 291—*McClelland & Stewart—$4.50.*

THE CRUSADES have provided many writers with material for novels full of action and romances, set in a vaguely historical framework. *The Devil's Cross* is another of these, only this time the hero follows after the Crusade, rather than participating in it.

The daughter of Count Jorg of Romhild has joined the Children's Crusade of 1212 and her father hires Hugh de Gys, a young knight errant, to follow her and try to bring her back. The tale of his search for this hapless band of devout but misguided children is fast-moving and often violent. All the components of the historical novel are there against a background with an authentic medieval savor. There is treachery, lust, greed, savagery, valor, beauty. These are contrasted with the simple faith and devotion of the children and the good humor and strength of the priest who joins forces with the young knight. This is a lively if somewhat less than enthralling, tale. F.A.R.

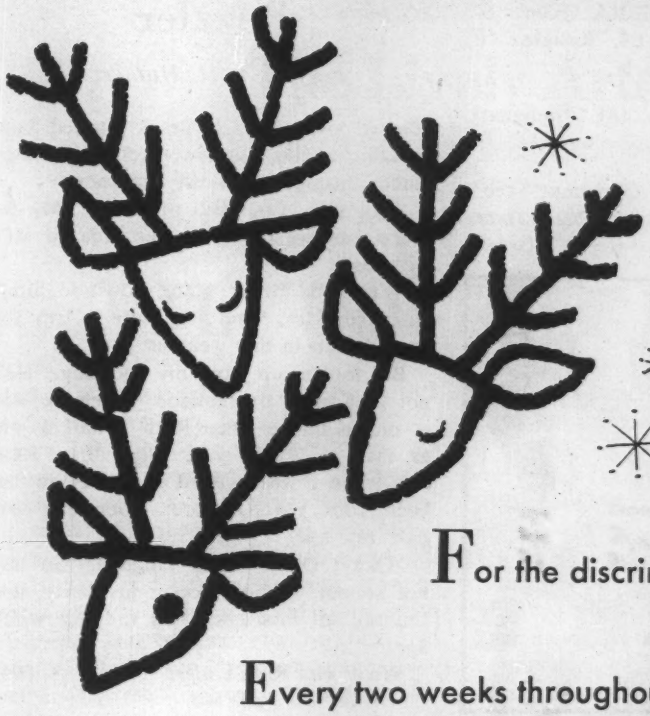
Warmed-Over War

The Best Short Stories of World War II: An American Anthology, Edited by Charles A. Fenton—pp. 421—*Macmillan —$6.75.*

THE "AMERICAN" of the sub-title should be right up front, of course, but even though it is misplaced no reader could fail to recognize G. I. Joe.

Through the uniformity of these stories shine a few astonishing revelations: the quaintness of warmed-over Hemingway and Dos Passos rhythms; the surprise, not pleasant, of whipped-cream sentiment often served in place of raw beef steak and hard-boiled eggs; and the transparence of an irony which spells out in explicit terms that which should have been suggested in ambiguities.

The most individual voices for this reviewer are Wallace Stegner and James Jones. Although most of these war stories are worth reading once, few can compare in any important way with the best stories on general subjects of the last few years. M.A.H.



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Chess

by D. M. LeDain

SURPRISE PACKAGES. Gift-wrapped by former world champions.

White: A. Anderssen; Black: E. Schallopp (Berlin, 1864).

1. P-K4, P-K4; 2. P-KB4, P-Q4; 3. Kt-KB3, QPxP; 4. KtxP, B-Q3; 5. B-B4, BxKt; 6. PxB, Q-Q5; 7. Q-K2, QxKP; 8. P-Q4! QxQP; 9. Kt-B3, Kt-KB3; 10. B-K3, Q-Q1; 11. Castles, P-KR3; 12. B-B5, QKt-Q2? 13. QxPch, Resigns.

White: W. Steinitz, Black: Rainer.

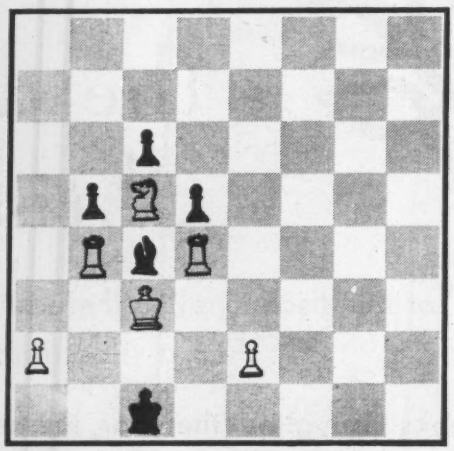
1. P-K4, P-K4; 2. Kt-KB3, P-Q3; 3. P-Q4, P-KB4; 4. QPxKP, BPxP; 5. Kt-Kt5, P-Q4; 6. P-K6, Kt-KR3; 7. QKt-B3, P-B3; 8. KKtxKP, PxKt; 9. Q-R5ch, P-KKt3; 10. Q-K5, R-Kt1; 11. B-KKt5, Q-Q3; 12. R-Q1! QxKP; 13. B-QB4! Resigns.

White: M. Botvinnik; Black: R. Spielmann (Moscow, 1935).

1. P-QB4, P-QB3; 2. P-K4, P-Q4; 3. KPxP, PxP; 4. P-Q4, Kt-KB3; 5. Kt-QB3, Kt-B3; 6. B-Kt5, Q-Kt3; 7. PxP, QxKtP; 8. R-B1! Kt-QKt5; 9. Kt-R4, QxRP; 10. B-QB4, B-Kt5; 11. Kt-B3, Resigns. (If, 11 . . , Q-R6; 12. R-B3.)

Solution of Problem No. 181 (Pradignat). Key, 1. R-Q5.

Problem No. 182, "The Christmas Tree", by W. A. Shinkman. White mates in three. (6+5)



Puzzler

by J. A. H. Hunter

"GOING AWAY for Christmas?" asked Sam standing at the window watching the cars slither through the slush and snow.

"Not this year," Bill told him. "My father's coming up from Bermuda to stay with us."

"You'd be better going down to him," chuckled Sam, "and it's quite a trip for an old man in this weather."

Bill looked up from his doodling. "He's not that old," he replied. "When he was as old as I'll be when Ruth is half as old as Dad, I was a year older than Ruth was when I was a third as old as he had been four years before, when she was half my age."

"Okay! Okay!" Sam laughed. "So he's not so old. I know you're just forty, and I'm not all that interested in your wife's age."

What *was* Ruth's age? (64)

Answer on Page 40.

Entertaining People

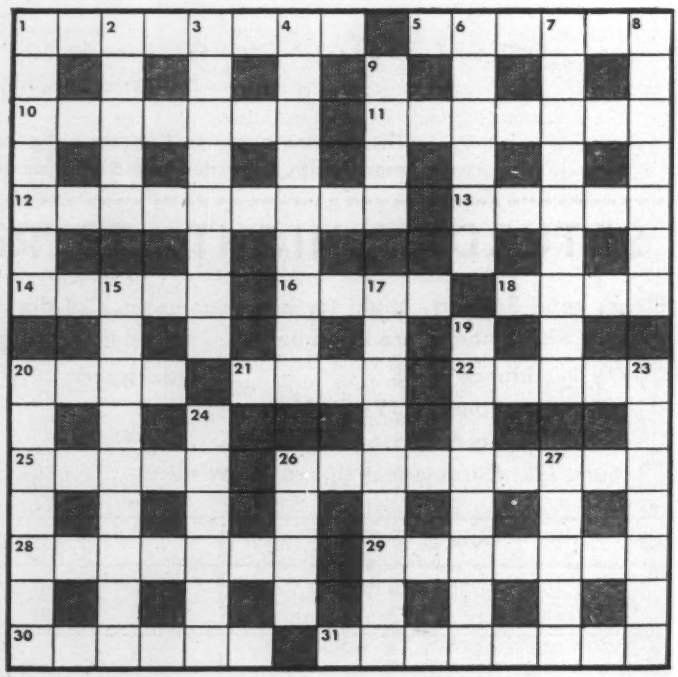
by Louis and Dorothy Crerar

ACROSS

1, 2. When she said "We are not amused", was . . .? (8, 5)
5, 18. She made play of being a relation to mother and me. (6, 4)
10 Opened with skeleton keys, perhaps. (7)
11 Was The Lily Maid lost at a place like this. (7)
12 Living here one needs rice for a change. (9)
13, 14. Not a timely measurement of the dark ages. (5, 5)
16 Came to a peak. (4)
18 See 5.
20 Well, if dry, this is useless. (4)
21 When chopped is sure to look different. (4)
22 Was Henry not crooked? (5)
25 Rosalind Russell did, as 5, 18. (5)
26 Does he lay claim to an alternative at last? (9)
28 A pressing engagement. (7)
29 Does he make pleas to convert? (7)
30 Yet they're worn by loose-limbed ladies. (6)
31 There should be a lot of good points to what this should purchase. (3-5)

DOWN

1 He supplies some of the service Royalty expect. (7)
2 See 1A
3 How not to take your medicine. (8)
4 Suggest that you dined in an ungodly fashion, by the sound of it. (9)
6 Evidently not the kind of wealth a teller handles. (6)
7 This might be a great help when letters are misplaced. (9)
8 Sent it letter post, name enclosed. (7)
9 See 26D. (4)
15 Making an unusually smart start, he blows his own trumpet. (9)
17 It might make this man vain to lead an orchestra. (9)
19 Even an early bird won't catch this one, but you might make a pet of half of it. (8)
20 He's a keyman in his profession. (7)
23 Room where a doctor's assistant may always be found. (7)
24 He's got the habit! Add one cent and you'll have it. (6)
26 Either side of a leaf. Turn it, and 9 will look surprised. (4)
27 It's an anagram. (5)



Solution to last puzzle

ACROSS

1 Stair
4 Ink
6 Throw
9 Imprint
10 Iguanas
11 Odors
12 Rest homes
13 Anemone
15 Lloyds
16 Bisect
18 Ganders
22 Abhorrent
24 Imbue
25 Ballast
26 Outcome
27 Girth
28 Ale
29 Wills

DOWN

1 Spinoza
2 Approve
3 Rains
4 Interment
5 Knits
6 Touchdown
7 Renamed
8 Wisest
14 Overreach
15 Lightsome
17 Inhaler
19 Embroil
20 Skewers
21 Rag-bag
23 Extra
24 In tow (431)

The Lively Arts

by Mary Lowrey Ross

The Half-Hour Play

THE HALF-HOUR play, which began life as a curtain-raiser, is a fairly old dramatic form. No one, however, with the possible exception of Alfred Hitchcock, seems to have a very clear idea of how to deal with it satisfactorily on television. Director Hitchcock, that bland old craftsman, understands perfectly that he is handling a technical format—so much suspense and violence to be fitted in neatly between so many commercials—rather than an art form. As a result his half-hour plays are often a triumph of construction under rigid conditions, like the building of a ship in a bottle.

Other adapters have experimented with transferring short stories to the television screen. As often as not you are likely to get a bad photograph of a good short story—or a very careful photograph of a bad one—rather than good dramatic entertainment.

The sense of communication between reader and page is bound to suffer to some extent when the transition is made to watcher and screen. This was particularly true of the early Hemingway short stories which the Seven Lively Arts program produced some time ago on television. The stories were handled with a dedicated care for detail and dialogue, yet all four suffered when the camera, with its inevitable officiousness, took over and turned the watcher into a spectator rather than a participant.

"Three Day Blow", for instance, was a story that depended almost entirely on mood and on the wonderful boozy sense of release and companionship that can be set up by wind and weather, whisky and isolation. In this case the camera and sound track faithfully reproduced the Hemingway method without achieving for a moment the effect the method was meant to create. Of the other three, only one—the situation involving young Nick Adams with a punch-drunk fighter and his ferociously courteous companion — came within anything more than camera distance of the original. The rest were photographs that looked as though they had been left too long in the fixing solution.

The Nick Adams stories were a try, however, and an interesting one. By contrast, most of television's half hour dramas are based on short stories whose chief virtue seems to be that they plug a hole in the long day's schedule, and so avert the flood of outraged protest that would sweep in if the screen were left blank for half an hour. Or they are formula detective dramas, briskly produced, and so lacking in any special identity that a Highway Patrol story or a Jack Webb drama may be half over before you realize that you had seen it a month before.

Hemingway's "Nick Adams':" Steve Hill, Inga Swenson, William Smithers.

Dagwood and Blondie at home.

The domestic half-hour-plays — Ozzie and Harriet, Blondie and Dagwood, Life with Father, Father Knows Best, etc., — have their own pattern, but they follow it quite as rigidly as do the detective series. Father knows best, and while everyone goes along with this point of view, it usually turns out that Mother knows better. Father, presumably, has a job, since he is frequently shown setting out for one, or arriving back in the evening. The job isn't particularly important, however. What is important is the domestic situation that accompanies his arrival or departure.

This involves scenes that are often frantic, but never rancorous. There are no marks, blemishes or sagging lines in the family relationships, which seem to have been treated with some magic emollient, so that everything glows with that radiant, vibrant, *natural* look. In fact the whole life of television's typical American family appears to be keyed to the commercials. Their scale of living is lavish but folksy. Mother's hair-do and daughter's pony-tail achieve that gleaming lustrous with lasting curl, even at breakfast time; and when Mother puts a meal on the table, steaming with vapor or afloat with whipping cream—the cries of approval make the sequence almost indistinguishable from the cooking commercial that follows.

The most acceptable of the domestic productions is still the George and Gracie Allen program—largely because it usually contrives to be a parody of all family life comedies. The life of George and Gracie is as intimate as all outdoors, and even the domestic architecture is contrived to let George out and all the neighbors in. Father works tirelessly at his job at straightening out Mother, whose specialty is tying every domestic situation in knots. Like all domestic comedy it tends to repeat, but it has never made the mistake of insisting that the foundation of American family life is as solid as pudding.

THE SHAWINIGAN WATER AND POWER COMPANY

NOTICE is hereby given that the following dividends have been declared:

NO PAR VALUE COMMON SHARES DIVIDEND NUMBER 202

A dividend of seventeen cents (17c) per share for the quarter ending December 31, 1957, payable February 25, 1958, to shareholders of record January 15, 1958.

NO PAR VALUE CLASS "A" COMMON SHARES DIVIDEND NUMBER 4

A dividend of thirty three and one third cents (33 1/3c) per share payable February 15, 1958, to shareholders of record January 17, 1958.

By Order of the Board,

R. R. MERIFIELD, Secretary.

Montreal, November 25, 1957.

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NOTICE OF 295th DIVIDEND

A quarterly dividend of fifty cents per share has been declared payable on the 15th day of January, 1958 to shareholders of record at the close of business on the 13th day of December, 1957.

Montreal, Nov. 27, 1957.

S. C. SCADDING, *Secretary*

Gold & Dross

Leverage of a common stock—How to invest $50,000—Why Consumers Gas attracts—Stormy weather in prices.

Canadian Oil Co's.

Would you rate Canadian Oil Companies Ltd. as a speculation or an investment? — J. H., Winnipeg.

Canadian Oil is one of the few Canadian-controlled companies in its industry, being 90 per cent-owned in this country. This largely Canadian ownership reflects its repatriation from American hands. The company is long-established. Some readers will have no difficulty in remembering it for the quaint humor displayed on the big slate boards outside its service stations some years back.

The common stock will classify as a speculative investment. The company is a well-established unit in an industry which has seen remarkable growth since the discovery of oil at Leduc. This sparked a rush of refining and distributing firms to western oil reserves and resulted in various consolidations, mainly with a view to integration. The emergent companies are now beginning to show their calibre.

An outstanding feature of Canadian Oil common is its leverage, or earning power inherent by reason of the amount of securities senior to it. Taking 1956 earnings as a criterion, the stock does not seem to be overpriced, especially since growth prospects are good. Sales ran nine per cent ahead of last year in the first nine months of 1957 and earnings are ahead slightly more. The company continues to expand, having announced plans to step up capacity of its Sarnia plant to 50,000 bbls. a day at an estimated outlay of $8 million.

An Investment Plan

I have a problem. I recently inherited $50,000 and do not know whether to invest it in bonds or common stock. I think sometimes of putting a portion of it into a house since I am now paying rent. Any suggestions? — S. B., Toronto.

The question of taxation will enter importantly into your plans.

If you buy bonds yielding five per cent, or $2,500 a year, the interest will be subject to income taxation. This consideration might be offset by the advantages of buying bonds selling at a discount since increment represented by appreciation to parity, at which they will be redeemed, would not be taxable. But for comparison it might be noted that a person in a 20 per cent bracket would pay to the tax gatherer $500 of his $2,500 interest income.

Preferred or common stocks can also be bought to yield five per cent but the holder gets an income tax credit of 20 per cent of the dividends on domestic-corporation shares. Thus, if you are in a 20 per cent bracket, dividend income will be net income.

Stocks, of course, carry a nominal risk of ownership. This is not present with bonds. But the risk of ownership in equities is practically nonexistent over the long term since inflation seems to be here to stay and will influence stock values.

The thought of inflation more than offsetting risk of ownership is also a consideration in buying a home. Additionally there's the tax advantage of your own home. If you put $20,000 into a house it will earn for you a net income equal to the rent you would otherwise pay. Remember, each dollar of rent you pay is after tax on your income.

Consumers Gas

I wonder if I could impose on you for some thoughts on the possibilities of Consumers Gas which many people in the investment industry are recommending.— C. B., Winnipeg.

The reasons for the inclusion of Consumers Gas in so many lists of recommended speculative investments are not hard to find. The company is in a strong position in the energy industry, having the franchise to supply natural gas to the metropolitan area of Toronto, the city of Ottawa, and some other sections of Ontario. A former manufacturer of gas (the business was discontinued three years or so ago), the company now emerges as a major force in the new natural gas industry. This will be based ultimately on gas from western Canada. In the meantime, Consumers is importing gas from the United States.

It is significant that the company's progress in the (for it) new natural gas field

has been such that its earnings per common share in the year ended Sept. 30, 1957, came within striking distance of the figure for 1954, the last year before conversion to natural gas. Consolidated net earnings amounted to $1.18 per common share in 1957, compared with 82 cents per share in 1956 and $1.26 per share in 1954.

Policies of aggressive selling in a highly competitive field, well planned expansion, voluntary rate reductions and top quality service have paid off for the company in greatly increased natural gas sales and an improved net earnings position.

American Nepheline

Is there any explanation for the decline in American Nepheline stock? — N. A., Halifax.

American Nepheline is a well-based company but has been running into stormy weather on sales and prices for the product it extracts from the ground at Nephton, 25 miles north of Peterborough, Ont.

Sales and operating profits in the six months to June 30 ran ahead of 1956's like period but sales fell off in the third quarter and there was some deterioration in prices. Also entering into the picture was the continued high discount on U.S. funds in which the company sells a substantial portion of its output. Net profit for the September quarter was only $29,859 and for the first nine months $120,562. There are outstanding 4.1 million shares.

The company's product, nepheline syenite, is sold to the glass and pottery trades. The property enjoys a favorable location in relation to North American markets.

Cassiar Asbestos

What is the standing of Cassiar Asbestos as an investment? — H. D., Victoria.

Controlled by Conwest Exploration, Cassiar stock sells at a price which reflects its classification as a "carriage-trade" mining equity. It works an asbestos deposit on McDame Mountain in British Columbia, 336 miles south of White Horse, Yukon Territory. The remoteness of the location presents certain operating handicaps to whose challenge the management of the enterprise has been more than equal. Grade of ore worked is rich enough to absorb the relatively high costs which necessarily accompany a far-out mining camp.

The company is treating 1,000 to 12,000 tons of ore daily and while it has ample ore resources it probably won't expand beyond its present rate of production since officials estimate optimum benefits are now being enjoyed. If asbestos prices improve, Cassiar could achieve increased output by extracting more merchant ma-

What is the Best Investment?

Bonds . . . Debentures . . . Preferred Shares . . . Common Shares? This depends a great deal upon the needs of the investor . . . his age, responsibilities, present position and prospects.

If you would like to know what might be "the best investment" for you, have a talk with one of our representatives. There is no obligation and we think you will find him helpful.

Just telephone or visit our nearest office.

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POWER CORPORATION OF CANADA LIMITED

At a Directors' Meeting of Power Corporation of Canada Limited held on November 22, 1957, the following dividends were declared:

Dividend of 1⅛% (56 cents per share) on the 4½% redeemable First Preferred Shares for the quarter ending January 15, 1958 payable January 15, 1958 to shareholders of record at the close of business on December 20, 1957.

Dividend of 1½% (75 cents per share) on the 6% non-cumulative participating preferred shares for the quarter ending December 31, 1957, payable January 15, 1958, to shareholders of record at the close of business on December 21, 1957.

Dividend of 50 cents per share on the no par value Common Shares for the quarter ending December 31, 1957, payable December 31, 1957 to shareholders of record at the close of business on December 5, 1957.

W. G. E. LANNAMAN,
Secretary.

Montreal, November 22, 1957.

ROYALITE

ROYALITE OIL COMPANY, LIMITED

PREFERRED STOCK DIVIDEND NO. 13

NOTICE is hereby given that a Dividend of 32.8125 cents per share has been declared on all the outstanding 5¼% First Series Preferred Shares of the Company, payable January 1st, 1958, to shareholders of record at the close of business on December 11th, 1957.

By Order of the Board,
"K. S. C. MULHALL,"
Secretary-Treasurer

Calgary, Alberta
November 22nd, 1957.

A. E. Ames & Co.
Limited

Investment Dealers—Business Established 1889

EXPORT "A"
FILTER TIP
CIGARETTES

THE CANADIAN BANK OF COMMERCE
DIVIDEND NO. 284 AND EXTRA

NOTICE is hereby given that a dividend of thirty-five cents per fully-paid share on the outstanding Capital Stock of this Bank has been declared for the quarter ending January 31, 1958, payable at the Bank and its Branches on February 1, 1958, to shareholders of record at the close of business on December 31, 1957.

Notice is also hereby given that an extra dividend of twenty cents per fully-paid share on the outstanding Capital Stock of this Bank has been declared, payable at the Bank and its branches on February 1, 1958, to shareholders of record at the close of business on December 31, 1957.

Subscribers to new shares are reminded that they will rank for these dividends only in the proportion that the amount paid upon such new shares at the record date of December 31, 1957, bears to the subscription price of $30.

BY ORDER OF THE BOARD
J. P. R. WADSWORTH,
General Manager

Toronto, December 6, 1957

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terial from its ore than is now the case. In other words, higher asbestos prices would raise the cut-off point and promote part of what is now waste into a profitable category.

Cassiar has outstanding 3.9 million shares of stock and in the fiscal year ended Sept. 30, 1956, had an operating profit of $2.9 millions. As a new producer, the company is exempt from corporate income taxes until mid-1958. Operating results for the year ended Sept. 30, 1957, are expected to show up even better than for the previous year.

While indicated earnings per share are not high in relation to market valuation, something has to be allowed for cash position, now a "guess-timated" $1.25 to $1.50 a share, plus the indicated longevity of the operation and the chances inherent in outside properties the company is exploring.

Indicated ore reserves are sufficient to support the operation for many years at its present tempo and can reasonably be expected to show a substantial increase. Investors also allow something for the company's sponsorship, which is able and successful.

Iron Ore Stocks

Why have the iron stocks fallen down so badly? — F. C., Edmonton.

Although Canadian iron-ore shipments for 1957 probably set a new record, the outlook for the industry has lost some of its lustre.

There is now some hesitation to the uninterrupted price trend of iron ore since the war. Canada's iron-ore capacity is about five times her domestic requirements, making her greatly dependent on U.S. and other export markets. The U.S. steel companies have been carrying about 20 per cent more iron ore as inventory than a year ago but this has not helped the iron-ore market greatly.

In Brief

What is the position of Cons. Guayana?—H.D., London.

Plans going through the wringer on basis of one new for five old.

Anything new on Jesko Uranium?—K.L., Ottawa.

Making shipments from its Car group to the Lorado mill.

How's the news on St. Michael Uranium? —J.T., Montreal.

Nil.

What rate has Gaspe Copper reached?—M.J., Regina.

About 4,000 tons a day or two-thirds of capacity; probably won't increase until it catches up on development work, retarded by last summer's strike.

Designer Bersudsky: "Spend less on vulgar ornamentation."

Who's Who in Business

Sid Bersudsky: Designing for Sales

Capsule Comment: With industry placing more and more emphasis on product design and packaging, a relatively new figure has crept from the back of the shop into the soft chair of the executive suite to direct the design, packaging and display of consumer goods.

To the uninitiated this new merchandising master — the industrial designer — often brings to mind a flamboyant artist housed in an exotic penthouse office, but to 45-year-old Sidney Bersudsky, one of Canada's best known and most established industrial designers, his job is simply "to analyze and investigate consumer needs and then to design products along lines of utility and beauty".

Far from the flamboyant artist type, Russian-born Bersudsky is a slightly rumpled, nervous individual who carries a sketch book with him at all times "in case I get an idea". Ideas are a commodity he seems to get in abundance, for in the 20-odd years he has been in the field Bersudsky has filed over 20 patents and has designed hundreds of products from stainless steel pots and pans and refrigerators (General Steelwares of Canada) to shaving brushes (Rubberset Co. Ltd.), winning over 15 U.S. and Canadian awards for both packaging and designing.

Modus Operandi: Bersudsky and his two designers will spend from three months to a year working on a project in his 700 sq. ft. workshop in Toronto.

He explains, "After investigating the client's manufacturing and merchandising facilities we then proceed to design the product with blueprints and clay mock-ups. When the final design has been accepted by the client, the matter of new tools and dies must then be looked into. Then I become involved in production techniques, and working with the company's staff, we map out the most economic method of production. By this time my designers and I have begun to design the packaging and counter displays for the product. If we are hired for an indefinite length of time, we then begin work on a planned obsolescence program."

His development and design fees are as intricate as his designs, being based on a royalty (1½ to 5% of sales) or on a quoted-in-advance charge ranging from $500 to $10,000 depending on the time and work involved.

Although he is proud of being the only Canadian asked to join the American Society of Industrial Designers, he lampoons the chrome-bound, gadget-crowned products that adorn American stores. "Our large corporations should spend less time and money on vulgar ornamentation in size, weight and dazzle. They should, instead, couple creative imagination and current technological developments to produce better and less expensive products."

Vital Statistics: Born in Russia in 1913, Bersudsky's family immigrated to Saint John, N.B., when he was five. After graduating from Saint John Vocational School —"My only real interest was in their design course"—he soon held the dubious honor of being the country's youngest newspaper editorial cartoonist when at 16, he began drawing for the Saint John *Telegraph Journal* and *Evening Times Globe*

Four years later he specialized in commercial art — "much more lucrative" — gaining experience and reputation by slowly building up industrial accounts in the Maritimes. By the time World War II started Bersudsky had built an impressive clientele, specializing in packaging and industrial design, but scrapped this when he was retained by the Department of Health and Welfare to do "special assignment" work involving exhibits and posters for visual education purposes, i.e., warning of the effects of venereal disease.

In 1949 Bersudsky moved his offices to Toronto because he felt the opportunities were so much greater. Since then he and his staff have been kept busy turning out countless product designs for Canadian manufacturers.

Attitudes & Personality: As his company's only salesman, Bersudsky finds his task made easier by the natural curiosity shown by his prospective clients. Short (5' 6") and balding, he shows little interest in cursory conversation, but sparks when he is discussing design. His conversation, chipped by a slight accent, and spiced by a subtle sense of humor reveals definite opinions which are sought for by many groups in his field.

Bersudsky is pleased with the wide acceptance Canadian manufacturers have shown for inspired design, but he naturally deplores the tendency to copy U.S. designs although he admits it is easier. "Take a U.S. designed refrigerator for instance, and leave it alone overnight in a Canadian factory and nine months later you get a Canadian refrigerator complete with gold name plate, silver maple leaf and a Canadian Design Merit Award."

Living Habits: After his nine-hour day at the office, Bersudsky walks three blocks to his six-room home which he is currently re-designing. Evening hours are spent chatting with his wife and 11-year-old son, reading technical reports, or by watching "selected" T.V. programs.

The Future: Fifteen years ago few people had ever heard of industrial designers and fewer yet know of the job he performed, but according to Bersudsky the worst is over. "Every day I see greater acceptance of our profession, but even more important manufacturers are becoming aware of the importance of good design and they are learning that the fellow in Chicago just can't design products to suit Canada's market."

Canada's Basic Trend to Growth

"There is every reason to be optimistic about the long-term outlook for Canada and, in short term, elements of stability should be sources of reassurance," said Neil J. McKinnon, President, addressing the 91st Annual Meeting of The Canadian Bank of Commerce.

WHEN we met a year ago the economic atmosphere both at home and abroad was one of boom. There were on all sides demands pressing too heavily on available supplies of materials and labour with the inevitable consequence of marked upward pressure on prices.

The economic environment of to-day is in noticeable contrast to the strained atmosphere of a year ago. The Gross National Product began to level off about mid-year and for the full year probably will not greatly exceed the 1956 level. Wholesale prices early in the year developed a declining tendency and this trend seems now to be gradually reflected in consumer prices which recently have lost most of their upward impetus. Evidence of the changed pace of the economy is also to be seen in reduced freight car loadings, a cut-back in petroleum production to under one half of capacity, a lessened rate of growth in consumption of electric energy and a lowered volume of industrial production. The value of shipments to external markets so far somewhat exceeds that in the corresponding period of last year.

There has emerged during the year clear evidence of a condition that has been building up for some time but which had been concealed by demands for abnormally rapid industrial expansion and government stock-piling: a situation in which capacity is equal to and in many cases in excess of current effective demand for all forms of consumer and capital goods and services. Prices of many commodities which are freely traded in world markets declined noticeably in midsummer, partly due to increasing production in relation to demand and partly due to a reversal of the stock-piling policies of other governments reflected in sales contrasted to purchases. Some other commodities, the prices of which have been maintained by government support, have also shown weakness, as not all governments have been able to hold the stock-piles which their domestic pricing policies have generated. This is most noticeably true of the United States in its international disposal policies for agricultural products.

Although statistical indications identify the recent experience as a levelling-off process the plateau is rather uneven: in some cases declines are taking place while in others there continues to be a steady if unspectacular advance. We now appear to be entering a period of consolidation following this period of rapid expansion during the past two years.

In the case of external trade the aggregate dollar value of exports still holds up well. The future trend depends on economic activity in other nations and especially in the United States. Although there are indications of reduction in export demand for some products, enlarged shipments of others may well cushion a decline.

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THE total capital investment for 1957 is estimated to approach $8.7 billion, an increase of $800 million over 1956 and $2.3 billion over 1955. Although the composition of capital investment will change, the total for 1958 will undoubtedly be a very large one by comparison with any year prior to 1956.

Consumer expenditures are governed not only by available income but by spending attitudes. Aggregate earned income currently appears to be running at a higher level than a year ago while the ratio of consumer debt to income is slightly reduced. It is likely that the final figures for the year will show a levelling-off but that we shall enter 1958 with a level of consumer expenditures considerably above any year prior to 1957.

This year has witnessed a shrinkage in the profit margins of a number of industries. Many industries are facing conditions of rising costs while selling prices under competitive pressures cannot be raised. Business in such a position finds it necessary to concentrate on stabilizing costs rather than on giving thought to further expansion. If prospects are inimical to enlarged investment there is a diminution in one of the important sources of employment of labour.

During 1957, non-residential construction continued to increase while expenditures on machinery and equipment showed some signs of easing a little. In housing, a revival has been in progress since about mid-year. It is doubtful if outlays on new houses and apartments this year will exceed 85% of the unusually high level attained in 1956 but this will still represent a very high rate of housing expenditure.

The portion of public investment which goes into roads, schools, public utilities and into urban transportation facilities, is one of the important influences in the economy. Because of this there is fully as important an economic as political significance in the deliberations of the councils charged with settling the primary fiscal relations between our three levels of government.

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ALTHOUGH Canada's foreign trade shows a large deficit on merchandise account, the Canadian dollar remains at a premium due to a still larger net inflow of capital. A less assuring part of current trade lies in the fact that although a large part of our imports is in capital goods which will add to future production, an increasing amount is in consumer goods. We are using imported capital to finance part of our current consumption. This is like a man borrowing to finance day-to-day living costs.

A source of unemployment during 1957 was in those Canadian industries which depend on forest products. Here, too, exports have tapered off sharply, although the long-term outlook remains favourable.

Unemployment appeared in manufacturing where durable goods production over a wide range of products began falling off early in 1957. This decline in what had been a buoyant industry can be attributed in an important degree to the premium on the Canadian dollar which has subsidized imports and served to displace both domestic production and employment. Perhaps under the changed economic outlook which we are facing, it would be reasonable to expect the mone-

THE

tary authorities to exercise through the market an influence on the international value of the monetary unit to minimize this handicap both to domestic producers and to export industries.

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THERE has been much public discussion about monetary policy as reflected in money supply and interest rates and its influence on the economy and it is important to understand its limitations. While it is true that a restriction in supply of money available can limit expenditures it must be recognized that it is the expenditures themselves and not the money supply that are directly linked to the volume of output and employment. Under conditions of declining demand and lowered expenditures money supply tends to be a neutral element, adequate and willing to support an upswing but powerless in itself to create it. It may not be inappropriate to add that there has been a great deal of unjustified and uninformed criticism of what has been described as tight money over the past two years. There may well be differences of view as to the timing, nature and degree of monetary influences exerted by the authorities but one thing is clear: if all the money had been made available for which there was a demand there would have been nothing said about tight money but there would have been much more vocal and much more justified criticisms of sharply rising prices.

The year now closing has established a Gross National Product of more than $30 billion and we have had three years of unprecedented advances in real output. We cannot expect to maintain this rapid pace every year but a period of consolidation should not blind us to our basic inclination to growth.

Not only does our developing and under-populated country equipped with rich national resources have a basic inclination to grow but this bias is being continually reinforced with new sources of energy — hydro-electric power, petroleum, natural gas and in the years to come nuclear energy for which Canada is a storehouse of vast quantities of uranium. People too provide individual energy and creative resourcefulness and this is fully as true of immigrants as of the natural increase in population. By no means the least among the influences toward growth is the generation of new products in increasing variety developed through scientific research — most of it conducted in larger and more mature economies, it is true, but from which we gain benefit. Such things in recent years as synthetic fibres, plastics and electronics are examples not only of new products but of new industries.

There is every reason to be optimistic about the long-term outlook for Canada and in the short term there are elements of stability which should be sources of reassurance. If, however, we are to achieve increase in production and in per capita output and wealth we shall have to pay close attention to providing the economic climate and incentives for hard constructive and creative work, whether it be done through individual or corporate activity and enterprise.

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J. P. R. Wadsworth, General Manager, reviewed the balance sheet, highlights of which are summarized, and said in part:

The ninety-first annual statement shows total assets to have reached an all-time high at $2,581,695,000, an increase of $146,781,000 over the record figure for last year.

Deposits grew to a new high of $2,406,843,000, an increase of $127,746,000. Personal savings increased by $53,476,000 and now total $1,166,237,000. These figures become more meaningful when it is realized that the Bank serves more than two million personal and business customers in 765 offices from Newfoundland to British Columbia and in addition 12 branches are operated abroad.

Commercial and other loans, at $1,060,272,000 decreased by $8,608,000. Loans in Canada rose while loans outside Canada declined. In the administration of the Bank's lending business it has been and continues to be our policy to serve the worthy and constructive needs of borrowing customers both small and large provided they meet our standards of sound quality.

Twenty-four new branches were opened in Canada and, to serve our customers in Canada and abroad, we have established a new branch at Nassau in the Bahamas and a second branch in London, England in Berkeley Square.

The steady growth and development of the Bank provide ever increasing opportunities for the able young man who wishes to make banking his career. Young men will find that a banking career is rewarding not only in a tangible way, but in a sense of personal accomplishment. The profession presents a challenge to the young man who wants to work and take advantage of opportunities that are afforded to study and to learn on the way up.

ANNUAL STATEMENT HIGHLIGHTS
YEAR ENDED OCTOBER 31, 1957

ASSETS		
Cash Resources (including items in transit)	$ 411,964,082	
Government and Other Securities	718,841,975	
Call Loans	218,849,356	
Total Quick Assets	$1,349,655,413	
Loans and Discounts	1,060,681,077	
Mortgages and Hypothecs insured under the N.H.A., 1954	96,831,707	
Customers' Liability under Acceptances, Guarantees and Letters of Credit, as per contra	27,869,329	
Other Assets	46,657,864	
Total Assets		$2,581,695,390

LIABILITIES		
Deposits		$2,406,843,038
Acceptances, Guarantees and Letters of Credit		27,869,329
Other Liabilities		10,019,582
Shareholders' Equity		
Capital Paid Up	$44,936,720	
Rest Account	89,873,440	
Undivided Profits	2,153,281	136,963,441
Total Liabilities		$2,581,695,390

STATEMENT OF UNDIVIDED PROFITS

Profits before Income Taxes	$16,960,242
Provision for Income Taxes	8,406,996
Balance available for distribution	$ 8,553,246
Dividends	6,690,602
Amount carried forward	$ 1,862,644
Balance of undivided profits October 31, 1956	290,637
Balance of undivided profits October 31, 1957	$ 2,153,281

The full text of the President's and the General Manager's addresses may be obtained by writing to the Secretary, Head Office, Toronto.

CANADIAN BANK OF COMMERCE

Your Taxes

by Garfield P. Smith CA

Leasehold Interests

If I erect a building on leased land, may I write off the cost of the building over the period of the lease?—S. M., Toronto.

Ordinarily, the cost of improvements to leasehold property may be apportioned equally over the period of the lease unexpired at the time the cost was incurred. Where a tenant has the right to renew the lease for an additional term, the next succeeding term must be included in the period over which the cost may be apportioned. Where the unexpired portion of the lease plus the first renewal period is less than five years, then the amount which may be written off each year in respect of leasehold improvements is limited to one-fifth of the cost of such improvements.

Where the taxpayer has erected a building or structure on leased land, or has made an addition to a leased building or structure, or made alterations to a leased property which substantially changes the nature or character of the property, then the foregoing regulations do not apply, and the cost must be written off in accordance with the rules applicable to buildings. Thus if you erected a brick building on leased property, you would be permitted to deduct the capital cost allowance in respect of the building at the rate of 5% per annum on the reducing balance.

Reserve for Bad Debts

If my accounts receivable are $40,000.00, what is the maximum percentage I may claim as a reserve for bad debts?—W. S. R., Kitchener.

To be allowable, a reserve for bad debts must be determined on the actual condition of the accounts in question, and not based on a percentage of all receivables. There have been many instances where a bad debt reserve has not been allowed in spite of the fact that the accounts receivable were substantial.

One of the best ways of substantiating a bad debt reserve is to have a list of accounts which are considered bad or doubtful, showing the amount that is felt should be reserved in respect of each account. For example, it may be necessary to provide a reserve as high as 100% against some accounts, and possibly only 10% against others. The individual amounts may then be totalled and a reserve claimed accordingly.

It is permissible to age the accounts and deal with them in groups according to age, rather than deal with the accounts individually. A reserve may then be set up in respect of each age group, computed as a percentage of the total of that group on the basis of previous experience. Thus a small percentage could be applied for those accounts which are only slightly overdue, and this percentage may increase with each age group. It should be noted that where a reserve for bad debts is allowed in one year, it must be brought into income in the following year. It will then be in order to provide a new reserve in the following year to the extent that it can be substantiated.

In addition to the reserve for bad debts, accounts which have become bad and which have been written off during the year may also be deducted. Subsequent recoveries in respect of accounts which have been written off must be brought into income.

Joint Returns

In the United States, a husband and wife may file a joint return and thus avoid having some of the income taxed at higher rates. Is such a choice available to Canadian residents?—S. P., Toronto.

The option of splitting income between husband and wife has not been available for Canadian income tax purposes. This may be changed somewhat as the result of a startling decision recently handed down by the Income Tax Appeal Board. The following are the events leading up to the appeal and the resultant decision.

When a marriage takes place in the Province of Quebec, unless the marriage contract specifies otherwise, 50% of any property acquired by the husband subsequent to the marriage belongs to the wife. On the strength of this law, a taxpayer finally decided to question the right of the Department of National Revenue to levy a tax against him in respect of his entire income. He filed a Notice of Appeal, and after the hearing, the Board ruled in his favor. An example of the tax saving which can arise as a result of this decision is as follows:

Suppose that a married man whose wife has no income, has a taxable income of $20,000 after all deductions for personal exemptions. When taxed in his hands only, the tax which would be payable on that income is $6,070. If he is permitted to split his income with his wife so that they each have a taxable income of $10,000, they will each pay a tax of $2,120, and the total tax payable will now be $4,240. The tax saved as a result of splitting the income will be $1,830. The tax savings on smaller incomes will be less, and on larger incomes will be more.

As a result of the community property law in Quebec, it can be expected that practically all married taxpayers in Quebec will try to take advantage of this latest decision. However, their jubilation may be short-lived, as all indications are that the Government will appeal this decision to the Exchequer Court or change the Income Tax Act to overcome the Appeal Board ruling. In the United States, a similar problem had existed in that certain states had a community property law and the residents of those states were permitted to split incomes between husbands and wives. In order that taxpayers all over the United States be entitled to the same privilege, the joint tax return was introduced in the United States and may be used at the option of the taxpayer.

Dividend Withholding

Some months ago the subject of withholding tax on dividends paid to United States residents was discussed in this column. At that time it was stated that the withholding tax was 15% except where the dividends were paid to a United States parent corporation which owned 95% of the voting shares of the paying Canadian subsidiary. In such cases the withholding tax would be 5% instead of 15%. This was in accordance with the reciprocal tax convention between Canada and the United States, and the same provisions applied to dividends paid from United States subsidiaries to Canadian parent corporations.

Recently, a supplementary convention was signed between the two countries which would among other things, provide for the reduced rate of tax where only 51% of the voting shares were held by a group of not more than four corporations of the other country. Although the convention was ratified by Canada, it could not come into effect because it had not been ratified by the United States Senate. The Senate has since ratified the convention and it is now law.

Withholding Taxes

Is it necessary to deduct tax from commissions paid to salesmen?—G. S. P., Halifax.

No. The income tax regulations do not include commissions among the types of remuneration from which tax must be deducted at source. The reason for this would appear to be that normally, expenses have to be deducted from such commissions in order to arrive at the net income to the recipient. However, a person in receipt of commissions should make instalment remittances quarterly on the basis of his estimated tax.

Insurance

by William Sclater

Team Coverage

We have a local hockey team in which all the players are under 17. Is there a low-cost insurance policy that would give them reasonable protection for medical treatment for any injuries during the season? —J.W., Saint John.

Yes, good coverage is available. Check with your local insurance agent on what is offered by the big accident underwriters. One policy, offered by the Continental Casualty, pays up to $500 for each injury and has $500 accidental death benefit. It covers all types of injuries, sprains, fractures and bruises and pays for X-rays, nursing, hospitalization, surgical and treatment by any doctor.

This particular policy is written on a team basis, automatically covering all players throughout the season in competition, practice games and when travelling.

Premium cost for the team, when all players are under 17 is $65. This is with a $25 exclusion clause, otherwise it would be $100. You ask for particulars about an "under 17" age group team. If they are all under 16 the coverage would be cheaper still, coming in at about $1 per head.

U. S. "Mutual" Company

I am a policyholder in a Mutual Insurance Society (chartered under the Insurance laws of the State of Wisconsin) which is restricted to people and groups covered by a certain common bond. The Society has no acquisition costs and retains no agents and pays no commission for policies. Refund of premium paid is made at the rate of approximately 23 per cent each year, up from the former 20 per cent. Substantial reserves are set up and claims paid promptly.

Policyholders have been "sold" on the idea that this insurance is substantially cheaper than similar insurance obtained from outside companies (paying acquisition costs, etc.) In spite of this in the past two years most attractive offers have been made to various policyholders offering insurance with old-line well-established reputable companies at a considerable saving over the rates charged by our company. I have never been able to see a detailed profit and loss statement covering operations but income reported in 1956 totalled $21,700,253.00. Claim payments were $13,578,042.00; dividends $4,317,730.00; operating expenses $1,544,435.00; added to policyholder special funds $439,735.00; added to reserves $1,544,435.00 etc.

As a policyholder I am quite concerned about the comparison of rates offered to policyholders who, in spite of a feeling of loyalty to their company which they have helped build in the past 20 years, wonder if they are justified in continuing under the present setup. I might mention that the item $439,735.00 policyholders "special funds" to the best of my knowledge is being expended acquiring personnel who will "educate" policyholders on how to use insurance and allied services.

There are two particular questions I would like to ask you as follows: (1) Is there any way in which a policyholder can obtain a more detailed breakdown of expenses and distribution of revenue? (2) What relation should expenses bear to revenue? In other words, where there are no acquisition costs should premium costs be lower? Furthermore are these reserves being set up customary? — J. C., Vancouver.

You do not give me the name of this company. However, from the information you have given, certain facts would appear to be clearly established as a logical deduction. This would seem to be some sort of fraternal society selling a "mutual" type of insurance policy at rates claimed to be lower than the regular commercial companies in the field because there is no acquisition cost involved. But now, because the regular reputable insurance companies in the field are offering sound insurance coverage at rates even lower than this "mutual" of yours, you are questioning the situation, as well you should.

In the first place it would appear, from what you tell us, that this "mutual" cannot be nearly so well managed as the ordinary commercial companies in the field when, even with the advantage of no acquisition cost it cannot compete with their rates. But is there no "acquisition" cost? What of this $439,735.00 "policyholders special funds" being expended for personnel who will "educate" policyholders? If that isn't "acquisition" costs I'd sure like to hear the proper name for it.

And another thing I'd like to know is whether or not there is a "guaranteed premium" to this deal? If this is a "mutual" company it may have the right to assess policyholders if necessary. You are certainly entitled as a policyholder to detailed information and, if you have any trouble getting it I would suggest you write to the Commissioner of Insurance for Wisconsin and ask for it. You can also write to the Institute of Life Insurance, New York City, where there are elaborate facilities for policyholders.

You make a good point when you mention our regular, reputable Canadian companies offering a lower rate. That they can do so is significant. There is no stricter government supervision of insurance anywhere else in the world than we have here in Canada.

No Canadian policyholder or any outside policyholder in a Canadian company has ever lost a dollar and there are ample reserves for safeguards. Let me inform you that in 1957 more than 1,500,000 people in 50 different countries owned policies in Canadian insurance companies valued at $8.7 billion. That tells quite a story of the high regard in which Canadian insurance policies are held by people in other countries and the fact that they can compete successfully with companies such as the one you mention shows the quality of their management.

Truck Fleet Insurance

Is there a difference in the insurance premium cost for a truck operating between Oshawa and Toronto and Hamilton than for a truck going down to Kingston? Do you recommend the "Comprehensive" coverage for a fleet? — J. P., Toronto.

Mileage is an important item in truck fleet coverage and should be carefully logged by every vehicle. If your trucks operating to Oshawa and Hamilton are based in Toronto they will qualify for a premium based on "Within 50 miles". A truck running to Kingston from Toronto would be outside that premium radius. Comprehensive coverage is good. You pay more but you get so much more in the way of coverage that it is well worth consideration. It includes plate glass coverage too.

Cover in N. Y. State

Is there a "special" policy I can get for driving the New York Thruway and is my Ontario insurance good enough to meet the compulsory New York state insurance law? — E. W., Toronto.

Don't know what you mean by a "special" policy unless it is one of these "dime-a-day" deals that pays service charges to tow you to nearest repair garage if you break down or run out of gas on the Thruway. You don't mention what Ontario coverage you have . . . whether it is the "five and ten" variety or something more substantial but you had better have proper coverage if you drive in New York state or it will be just too bad if you get into an accident that costs more than you can pay.

see colourful

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THE ROYAL BANK OF CANADA

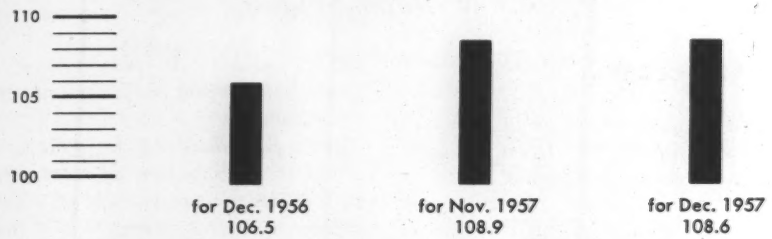
ANNUAL MEETING

The Annual General Meeting of the Shareholders of the Bank will be held at the Head Office, 360 St. James Street West, in the City of Montreal, on Thursday, the 9th day of January, 1958, at 11 o'clock, a.m.

By Order of the Board,
K. M. SEDGEWICK,
General Manager.

Montreal, Que.,
December 2, 1957.

Saturday Night Business Index for December



(Saturday Night's Business Index is a compilation of statistical factors bearing, generally, on Canada's gross national product. It is designed to reflect pace of economic activity. The base 100 is drawn from 1955 data.)

Indicator Table	Unit	Latest Month	Previous Month	Year Ago
Index of Industrial Production (Seasonally Adjusted)	1935-39 =100	282.4¶	283.3	287.4
Retail Trade	$ millions	1,174¶	1,248	1,186
Total Labor Income (Seasonally Adjusted)	$ millions	1,304¶	1,305	1,225
Consumer Price Index	1949=100	123.3‡	123.4	120.3
Wholesale Price Index of Industrial Materials	1935-39 =100	230.4‡	232.5	247.7
Inventory, Manufacturing Industry (Held & Owned)	$ millions	4,842¶	4,841	4,441
New Orders, Manufacturing Industry	$ millions	1,693¶	1,731	1,812
Steel Ingot Production	1000 tons	368.6†	395.4	455.0
Cheques Cashed, 52 Centers	$ millions	16,180¶	16,264	14,802
Imports for Consumption	$ millions	481.2†	447.0	542.8
Exports, domestic	$ millions	405.0†	424.2	456.0
Contract Awards (MacLean Building Reports)	$ millions	260.7‡	250.2	295.4

¶ September † October ‡ November

by Maurice Hecht

DESPITE THE DROP in several indicators the economy as a whole refuses to take a real tumble. Certain industries are pretty badly hit and others in the rough. Nevertheless, the overall picture is not bad.

Some indicators are even improving. For two consecutive months new housing construction awards have been much higher than a year ago. October was 30 per cent ahead, November 60 per cent. This results from fresh federal monies and general loosening of cash.

For the past three months the consumer price index has been steady. At the same time the wholesale index of industrial materials — casting the price shadow of the future — continues a descent which started in January.

The index of industrial production has been falling steadily but has never dropped drastically. It is five points behind a year ago, less than two per cent. The year, however, will average out a few points above 1956.

Employment continues higher than last year though recent layoffs are not yet in the statistics. Unemployment has jumped and is a volatile factor. It is hard to quote figures as they are rapidly outdated. Total labour income, on the other hand, continues at a peak level.

Steel ingot produced this year is now behind a year ago. The October figure set a new low. You have to go back over two years to best it. Still steel mills are working at 80 per cent capacity now.

Retail trade has slipped month by month. It is now a mere 3.3 per cent ahead of a year ago. Inflation eats up all of that. Possibly the consumer is losing confidence.

One reason for this could be that voices of boom have changed to voices of doom. Anyone can quote a statistic to prove a point. But it is the totality of them which matters. And that shows a slowdown, not a shutdown.

Respectability

CONTINUED FROM PAGE 15

Four years were devoted to arranging this exhibition and it is doubtful if a finer selection could ever be brought together at one time.

The major masters of the period are represented by important groups of their works. There are 15 canvases by Gainsborough, nine by Reynolds, and eight by Hogarth. For the most part, the artists are shown at their best and may be fairly judged by this show.

England's greatest challenge to the grandeur of classic art occurred during the 18th century. It must be confessed at the outset that she failed.

When they attempted the Grand Manner, the painters of Britain were usually self-conscious and implausible. They were not especially dedicated men. Rather, they were probably the most distinguished commercial artists of all time.

Sir Joshua Reynolds and his contemporaries were not men to starve in a garret if they could prevent it. They were businessmen, highly competitive and not above slandering one another's efforts. Hogarth condemned Reynolds, Reynolds belittled Romney, and Wilson described Gainsborough's landscapes as "fried parsley".

The 18th century was a time of great poverty and plagues, on the one hand, and of shameless luxury on the other.

The portrait painters were partners to this hypocrisy. They were the star public relations men of the period. They cooperated willingly in flattering their sitters and became wealthy while so doing. For a price, they were willing to lend the simpering guise of the professional virgin to a customer's mistress or give an unfamiliar grace to a bloated lord.

Reynolds wrote a potential subject: "If the sitter chooses it the face could be begun and finished in one day. When the face is finished, the rest is done without troubling the sitter".

By such dispatch, Reynolds cleared $150,000 a year. This was commercial art at its peak.

Once in a while, the creative side of the portrait artist would rebel.

Tired of making false faces, Gainsborough complained: "I'm sick of portraits and wish very much to take my viol-da-gamba and walk off to some sweet village where I can paint landscapes. But these fine ladies with their tea-drinkings, etc. will fob me out of the last ten years".

For all his disgust, Gainsborough acquiesced to the demands of his patrons. His is the story of the tragedy of British 18th century painting. They were essentially tradesmen who knew their place too well.

If they had a passion, it was for respectability.

It is to the credit of the British portrait artist that, despite the limitations of their trade, they managed to produce such supreme moments as Reynolds' "Joanna Leigh" and "Duchess of Devonshire"; Gainsborough's "Mary Gainsborough"; Raeburn's "Mrs. James Campbell" and Hogarth's self-portrait.

In them is to be found the answer to William Blake's caustic question: "Of what consequence is it to the Arts what a portrait does?"

Shoppers

CONTINUED FROM PAGE 18

quitous electric train is still the number one dream of moppets of a mechanical age and their meddlesome fathers. Dolls, endowed with startlingly life-like physiological functions, still outsell other toys umpteen to one.

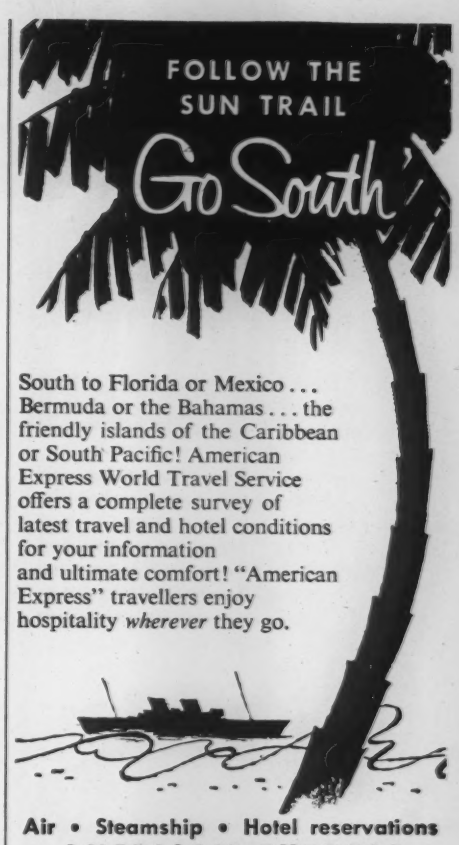
One of the best indicators of Christmas business health was the early spending on packaging and decorations. Retailers say there is a definite ratio between decorations and general sales and this year proved no exception. We spent about $9 million dollars for electrical decorations this year, an increase of about $1 million over last year. There is a big boom for outside decorative lighting, once the prerogative of only the extremely well-to-do. Most Canadian cities this year display middle-class residential areas lit up like carnival midways. Factories, too, are matching the householder light-for-light and holly and papier mache Santa Clauses are a regular public relations budget item for many companies.

Male shoppers were displaying a lively interest in gifts of lingerie for unspecified female recipients — shiny black, skin-tight lounging pyjamas embroidered with silver, advertised to "give your wife that lascivious look" (for $8). Tastes seem to run to spectacular red or black garments, some embroidered with questionable sentiments.

High-fidelity record players showed the most notable increase in sales in the electrical appliance field. Refrigerators, washers, dryers and other standard equipment were moving about normal speed and television sets followed their year-long downward trend.

Piano sales were up about 10 per cent and one leading retailer estimates sales of electric organs (about $1,200 to $4,500) jumped almost 50 per cent.

The only depressing aspect of the picture was that canny shoppers, holding off to cash in on the special January sales of surplus Christmas merchandise, may find all the potential bargains have been snapped up at high-profit pre-Christmas prices.



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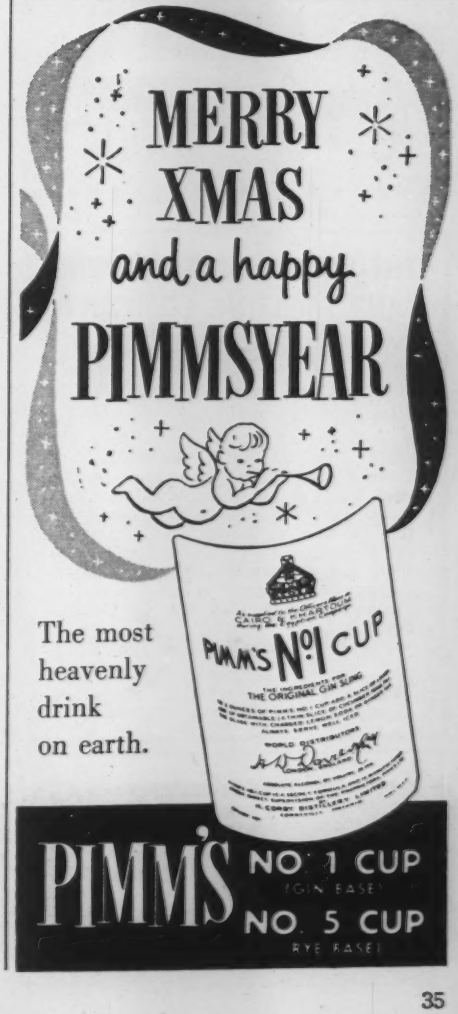

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By Order of the Board.

L. O. REID,
Secretary.

Montreal, P.Q.,
December 4, 1957.

Advertising
and
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★
Saturday Night Press
71 RICHMOND ST. W. TORONTO

America

CONTINUED FROM PAGE 13

I myself always have registered a dissenting opinion. My reasons are both general and particular. Any president of the United States, when this country is as powerful, as productive and as successful technically as it has been increasingly in recent decades, any president, I repeat, is bound to be a world figure. What is more, among the smaller states of the West the President, removed from the ancient jealousies and suspicions within Europe itself, must become the natural leader of a society faced with a common enemy. But Eisenhower the man necessarily deserves more respect than his detractors display. For several years now I have read most of his press conferences as reported verbatim in the New York *Times*. I have been impressed with the very considerable ability the President shows in handling a wide variety of difficult questions on every aspect of national and international policy and thrown at him by several scores of reporters waiting to trip him up within the bounds of official decorum.

No objective reading of these materials can point to any conclusion but that the President is much more than reasonably well-informed on the immensely varied duties he must bear and that he has the alertness and the power to focus that suggests a competent intelligence and a trained judgment. Of course, he may muff a question, or not know all the answers, or be evasive. But even our own parliamentary system in the question period never exposes the leader of a government to the rapid fire changes of subject that characterizes these White House fishing-expeditions, organized by the press and the President for the critical education of all. And so I conclude that not only is Mr. Eisenhower vitally important *as President*, but that he deserves in large measure the curious hold he has had on much American and Western opinion.

It is worth asking, too, whether the secret of this hold, if it is not intellectual, has its roots in other qualities that are important in the dynamics of power? I believe it does. It should be remembered that Eisenhower came to office at a time when bitterness in American public life had been brought to a high pitch by the tactics of the "radical" Republicans with their accusations of "treason" aimed at Acheson and to some extent at Truman himself. These were the dark days of a national anti-intellectual and espionage neuroses sparked by a number of coincidental experiences. The war in Korea, the dramatic exposure of a minuscule number of American civil servants as communists, fellow-travellers or passers of secrets, the new irritations and fears arising out of the cold war and Russian achievements in atomic energy by 1950, all of these were used with devastating effect on the leadership of the Democratic administration. Eisenhower's central claim to the presidency in 1952 was the belief that he might be able to restore the emotional balance and remove the deep rancor in the national debate. It was hoped, too, that he might bring an end to the costly Korean action.

Meanwhile he had had a successful two years in NATO and was the very symbol of the new Western unity—just as earlier he had been regarded as the immediate military architect of victory in North Africa and in Normandy. These realities or myths, or both, surrounding the man like a secular halo, have persisted in according him attributes of honesty, good will and peace-making. Even the Kremlin has been careful to distinguish between Eisenhower and his colleagues, between the Pentagon and the White House, between Dulles and his chief. And so it came as a blow that illness might prevent him from carrying the full burdens of leadership when the West needs new sources of confidence and new salves for the wounds of suspicion and disunity particularly dividing France at this moment from London and Washington because of Algeria.

Yet whether Eisenhower succeeds in restoring his health and vigor to take on these immediate tasks or whether he yields to the doctors and permits his Vice-President to represent him, neither of these eventualities can ever be as significant as the permanent character of the United States in world politics. The lines of communication of the free world flow to Washington. The captains and the kings ride their constellations to pay their respects on the edge of the Potomac. In Paris, in London, there are still the remnants of power and of prestige and London perhaps with her Commonwealth connections and her intrinsic political stability stands more than a cut above France in these gradations of power. But at the summit the United States is alone, facing its past with nostalgia, its present with a kind of harrassed vigour, its future with full acceptance, generally, of the meaning of leadership.

What does this leadership mean to the American people? It means many things both domestic and international. Little Rocks cannot take place too often and American domestic policies no longer may be evolved indifferent to their international consequences. Slight changes in the size of American gross national product and employment have a grave significance for United States import policy and, therefore, for the value and movement of primary products the world over. United States military technology must move with a degree of firmness and rapidity that is the price of calling the tune, where that tune means the security of allies faced

with missiles in the air and submarines in the seas. American diplomacy must keep unity among its friends without alienating that large body of brown, black and yellow peoples whose numbers and political activities are coming to play a far more significant role inside and outside the United Nations than could have been imagined twenty years ago.

But there are one or two special areas where the burdens of this leadership require immediately the wisest thought, the surest hand and a cool view of affairs. These are its diplomacy in dealing with the U.S.S.R. and Communist China, and the economic assistance it is prepared to offer in acceptable forms to the less fortunate peoples of the globe.

As to diplomatic action I again register a dissent on some prevailing views. For it is common cant that Mr. Dulles, abetted by the White House, has been excessively rigid and that "brinkmanship" and "retaliationship" — all really extensions of Kennen's "containment" theory — have been no substitutes for a flexibility required to solve particular problems that stand between the United States and the Soviet Union. My own view is that in general the Americans have done really very well considering their lack of psychological preparation, before 1940, for global duties on a peacetime basis. I am not sure, for example, that American policy toward Communist China may not be leading to some better bargaining arrangements for making Peiping a more liveable state in the Far East than easy recognition in 1950 would have provided. I am convinced that however defective may be some aspects of the Eisenhower Doctrine, it did bring the United States into the Middle East in a firm way, it helped to rescue Jordan from being swamped by Egypt and Syria and it may have made a valuable indirect contribution towards stabilizing the position of Israel.

Yet there are deficiencies in American diplomacy, and here I would rank high the neglect to appreciate *the psychology of natural ingratitude* among the recipients of her military and economic largesse, and the failure to accept the fact that there may be subjects upon which negotiation with the Russians are possible and desirable. Moreover the extent to which wide publicity is given almost everywhere about life in the United States tends to make the world excessively sensitive to changes there, political, economic and cultural, while at the same time the public relations of the United States, telling its side of the story to the world, often is poorly done.

This does not mean — heaven forbid— that Madison Avenue ought to extend beyond the Battery in the methods employed to draw the image of the American dream in action. Perhaps there are no really satisfying answers to the complex of relations of this acknowledged leader to her allies, friends, dependents, clients, "neutrals" or enemies. Power and diplomacy for the enemies; consultation and a shared strength for friends and allies; restrained but sympathetic generosity for the new and rising peoples in retarded or resource-poor societies—all of these images presented and burdens borne are the price the United States must pay for the thankless but unavoidable task of leading states and men through a perilous generation.

Marine

CONTINUED FROM PAGE 9

proper ship standards and making a real contribution to the revenues of their countries, to compete with enterprises under flags of convenience and lenient laws, operating in a semi-piratical manner? Some Government action, like that of the British Chancellor is not only wise but fully justified in such circumstances. And what does the $200,000 a year it might cost us to maintain our vital shipping link with the West Indies under Canadian sovereignty and the Canadian flag amount to in the face of such competition? This is too small potatoes to involve a switch in our sovereignty over our one and only small deep-sea shipping line. In our early days we had the famous Bluenose ships which carried our infant country's trade and were known and respected in the seaports of the seven seas. When the people began to develop the Great Lakes area their natural course was to build a merchant marine to serve them on these great inland seas.

Today we have a native Canadian merchant marine with a long and able heritage on the Great Lakes. This is a 35-million-ton yearly traffic which will greatly increase with seaway development.

Serving this trade is a Canadian registry of nearly 300 merchant ships ranging from the Upper Lakers of more than 700 feet in length to the small, canal-restricted size of 260 feet. These are the ships from bulk freighters to packet boats which handle the movement of grain and minerals and all the internal, port-to-port trade of our inland seas.

In the past ten years owners have spent upwards of $100 million on new ships, refitting and modernization, mostly in Great Lakes and St. Lawrence shipyards. And this trade and area is on the eve of a great development. When the St. Lawrence Seaway opens in 1959 the canal depth will be deepened to 27 feet from the present 14 and ocean-going ships of sizeable tonnage will be able to enter our inland seas.

This is naturally a matter of some concern to Great Lakes shipping. At present a Royal Commission of Enquiry is sitting

"The Valley of the Dove from Needwood Forest"

by George Morland

PAINTED 1793

This is one of the four pictures painted by Morland for the late Mr. Greathead, steward to Lord Scarsdale, and the subject of the "Song of the Flaxen Headed Cow-Boy." The other three pictures were destroyed in Foston Hall when it was burnt down.

The above is one of a collection of English landscapes now on exhibition and sale.

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in an endeavor to arrive at some proper answers for the future of our inland merchant marine.

But perhaps we think too much one way. If, as some believe this is a trade which will have to be shared as it builds, to some extent at least, with British and foreign-owned ships, there is also another side to the picture. The seaway opens the door to the North Atlantic and other oceans to the native industry and vigor which created our thriving Canadian merchant marine on the Great Lakes. In this may well be the foundation, even in a small way to begin with, of a Canadian registered deep-sea merchant marine under private enterprise because, for the first time in our history, we will have two-way cargo which comes to some extent under our control.

Our vital need in World War II was to keep Britain in supply as the frontline of defence and the rallying point for our overseas forces. World War III could be closer to home and, with guided missiles and other factors to deal with, our strategy might be greatly changed. North America could be the beleaguered area, looking for essential supplies from the outside.

We will probably get a merchant marine but, in the meantime, it is the policy of wisdom and statesmanship for the Government to keep our only deep-sea publicly-owned Canadian shipping line where it belongs—in Canada.

Militia

CONTINUED FROM PAGE 7

tained under enemy attack, but it runs the risk of establishing too high a standard and, failing to maintain that standard, of collapsing into chaos. At the moment, city and rural dwellers have not even an authoritative pamphlet giving them a minimum of facts for survival. The probability of panic in my unit area is greater than it should be.

I firmly believe that very quickly after an enemy attack, Civil Defence will find the level at which it can operate. The courage, initiative and determination of the Canadian will ensure success after the initial shock. If, however, civilian services should collapse, the militia should be prepared to perform its traditional duty of Aid to the Civil Power and establish a measure of military government until the civilian services, including Civil Defence, prove strong and capable.

If, under attack, the civilian services prove adequate, the military should not interfere but should remain in reserve, preparing to carry out its military role, available if needed for training or operations against the enemy.

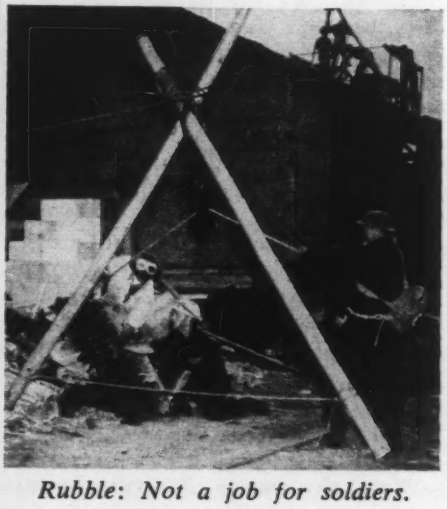
This role of Aid to the Civil Power is the job of the militia. The Regular Force Units must be expected to be faced with other tasks vital to the defence of the country as a whole and should be counted out of the purely local situation.

The present system of militia units covers the whole area of populated Canada, including not only the large cities but most of the towns and many of the villages. The citizens of these municipalities look to their own militia unit for help and local pride and confidence is expressed in the community's support of the unit. The militia unit has, also, the strongest possible tie with its community since it is made up of a cross section of its citizens. It is in the best position of any unit in the army — regular or militia — to help in the quick restoration of an orderly life after a disaster.

The militia — at least in southwestern Ontario — has been increasing in effectiveness over the past few years. Training standards have been raised, particularly for junior officers and NCO's. Headway has been made with the recruiting problem and intelligent and thoughtful policies have overcome the objections of many parents to their sons joining the militia. Military training does not conflict with studies and the wet canteen has been rigidly eliminated. Keen secondary school students are strengthening the units and will guarantee the quality of future service to the community and the nation.

Recent army policies, however, could make all this progress meaningless. Recently adopted plans for the defence of southwestern Ontario call for the organization of a Mobile Support Group. The aim of this unit is to help with the job of Civil Defence. Each unit is to supply one company to this group and the headquarters is to be separately appointed. My unit was to provide a light search and rescue company of about 100 men. This company would be taken from my control for use anywhere in an area stretching from Brantford to Sarnia, a distance of some 130 miles.

To organize such a company I had to use senior ranks in jobs where their training in leadership was wasted. My unit, organized to be recruited to a strength of 600 or 700 men was ruined to produce a rigid company organization of 100 men.



Rubble: Not a job for soldiers.

These officers and men were key personnel in their own community but, serving in other areas, they lost all benefit of their local knowledge and in many cases provided only an extra pair of hands. The material provided for training these key men was obviously not created by the army and was of a standard more in keeping with the high-explosive-bomb threat of World War II than the real threat that has to be guarded against. I know my officers and men would be the first to recognize the inadequacy of this material. The Canadian soldier has always been quick to sense the merits of a standard of training. He has carried a stick on his shoulder and drilled over chalk marks on a cement floor when equipment was not available, but he will not accept training material of a standard which his good judgment tells him is false.

Then, it was announced that periods for winter training would be cut and that there would be no unit summer camps. A summer camp is vital to the militia unit. A unit organization must be built up over the winter months and then rigorously tested at a summer camp under its own unit commander. Only its own officers can supply the drive necessary to establish confidence in the organization. No attachment of key personnel or parts of the unit to regular forces for training can strengthen that confidence so essential to the community in a disaster.

It appeared to me that the responsibility my regiment owed to the citizens of our community could not be carried out under these conditions. The plan to reduce training periods and eliminate unit camps would seriously weaken my organization even if in force for only a year. I was convinced that the Mobile Support Group plan was not sound and was not based on a military appreciation of the situation, but on a compromise with the civilian agency of Civil Defence.

I put my conclusions on paper and submitted them to my superior officer. I expressed them in the strongest terms to emphasize the seriousness of the situation and to make sure the letter shocked its way past all the pigeon holes to the level where some action could be taken. I was using the proper channels and I was not insubordinate.

My letter was too strong. I was shortly a civilian retired as a major, under a section used where it is not practical or desirable to retain the service of an officer of the reserve.

I might perhaps have been more circumspect in my approach, but I believe much harm can be done to the militia in a very short time under these new conditions and I could not do otherwise than to stress to the full power of the pen the serious effects of the army policy.

Car Crash

CONTINUED FROM PAGE 11

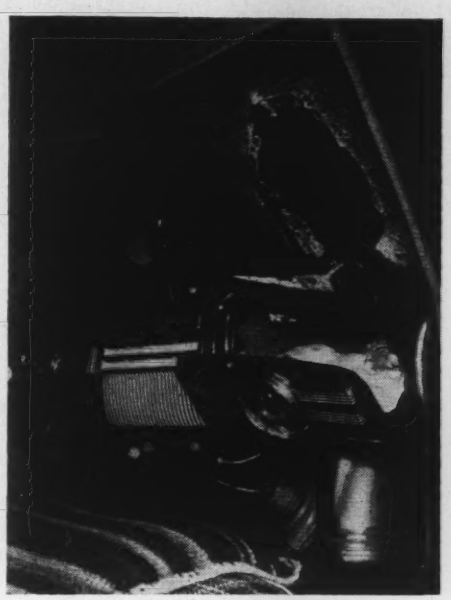
objects you can get rid of the dangerous energy stored in the moving car. Since the release of energy takes place over a fairly long period of time, you emerge unhurt.

When, having built up some 8 million foot-pounds of stored energy by driving your car at 50 m.p.h., you are suddenly confronted with a crash situation, there are three ways of getting out of it alive. In order of increasing difficulty these are; to bring the car to a stop or at least slow it down considerably before the crash; to steer your way out of the accident, either on the road or by taking to the hills; to make use of stored energy to accelerate out of the accident area.

The idea in any accident is to be moving as slowly as possible before you hit anything solid. Any momentum not used up before the impact must literally and figuratively be taken out of your hide. The simplest way of using up the immense amounts of energy stored in a moving car is to jam on the brakes. This causes friction between the brake shoes and the drums, and between the tires and the road surface. This friction converts the stored energy into heat. If your brakes are working properly, you should be able to lock all four wheels immediately, and leave four skid marks on the road. But maximum braking effectiveness is reached just before the wheels lock. So when doing crash braking, jam down on the pedal until the tires scream, then let up just a bit and continue braking in a series of snubbing actions. Crash braking like this is very uncomfortable—you will feel as if all your insides were being pushed against the top of your head. But remember you are fighting to save your life.

Don't touch the clutch, since you want the braking effect of the engine. If, unlike most drivers, you are an expert, you can stop faster by shifting down into second gear. This will add to the braking effect of the engine, but it takes long practice to do it well.

If jamming on the brakes could stop you quickly enough there would be no serious accident problem. Unfortunately it requires nearly a city block to stop a car going 50 m.p.h., and even with crash braking, a lot can happen in this distance. To really stop in a hurry, you must know how to skid sideways on dry pavement. This sounds drastic, and it is. Remember that the energy stored in your moving car must be dissipated by friction and the greater the friction, the faster you will stop. When your car is moving sideways a larger area of each tire is in contact with the road. This is especially true if all four tires blow out because of the heat. Sliding sideways, huge amounts of



Windshield damage tells gruesome tale.

energy are converted into heat in a very short time, and you come to a stop in as little as 50 feet. This is the way European road racers stop when they get into difficulties.

To stop by skidding, you must learn how to steer in the skid, and how to come out of it at will. The theory of controlling a skid is easy: simply turn the wheel in the direction the rear wheels are sliding. But the actual steering demands a degree of skill that can be acquired only by practice.

A still more drastic way of slowing down is by applying the rules about vectors mentioned above. With brakes locked, you skid toward some solid object that has an appreciable area such as a parked car or a stone wall. Just as you arrive, turn the wheels away from the obstruction so that the side of your car strikes it a glancing blow. This will use up a lot of the energy stored in the car, because it takes lots of power to rip off the running board and rear fender, and cave in the sheet steel all along the side. If you have been going fast enough the impact will throw you into a skid in the opposite direction. Choose another suitable obstruction, and make use of it to rip off the fenders and running board on the other side. By this time enough of the stored energy will have been used up making these body alterations that you will be able to skid to a stop. The car will be ready for the junk yard, but you will step out, shaken but unscathed.

For users of this system, two cautions are necessary. Do not attempt to use a small object like a tree or telephone pole for removing body parts. It is too difficult to hit them at just the right angle, and most amateurs end by wrapping their cars around the pole in the shape of a tasteful U. Moreover, you must be careful not to hit with the front part of the car.

The alternatives to stopping are to accelerate or steer your way out of an accident situation. Both these methods are difficult, and should be used only by better than average drivers. To accelerate out of danger you make use of the energy stored in a moving car. Throw out the clutch, keeping the accelerator pressed down. The motor will roar as the load is suddenly removed, and the car itself, released from the braking effect of the engine, will leap forward. In this split second you must change to second gear, release the clutch, and keep the accelerator jammed to the floor. If you do it correctly the car will continue its leap forward without a pause, and the increased speed may be enough to get you clear. If you make a mistake in your timing, transmission parts will be sprinkled over the road, and you will have lost precious seconds in getting at the brakes.

Steering your way out of a crisis demands both skill and nerve. The principle to keep in mind is the centrifugal force mentioned above. It is surprising how sharply you can turn an automobile at speed, but you must know the danger signs. The idea is to turn as sharply as possible without losing control permanently in a roll-over. The force tending to make the car roll over in a sharp turn makes itself known first in the scream of the tires. At first, depending on your speed and the radius of the turn, the scream will be relatively soft and low pitched, but as you cut the turn shorter the scream becomes louder and its frequency rises very high. At some point in this high pitch area (the point depending on how the car's weight is set on the springs) you will feel the characteristic lightness of the inside wheels leaving the pavement. At this point, you must either ease off on the turn, or bring the wheels down by applying brakes.

The first reaction of drivers to advice of this sort is invariably "How do we get *time* to take all this evasive action? In an accident things happen quickly." But when you are actually having a crash, time seems to stand still. The oncoming cars seem to drift slowly toward you, your faculties are intensely awake, and there is plenty of time to act if you know what to do. But most people have no idea what should be done, so are reduced to making vaguely hopeful noises while bracing themselves for the shock.

THE TORONTO MORTGAGE COMPANY

QUARTERLY DIVIDEND

Notice is hereby given that a dividend of $1.25 per share upon the paid-up Capital Stock of this Company has been declared for the current quarter, and that the same will be payable on

2nd JANUARY, 1958

to shareholders of record on the books of the Company at the close of business 13th December, 1957.

By order of the Board.

Charles J. Pettit,
Manager.

Dec. 5th, 1957.

Editorials

Comrade K's Fear

ALMOST ON the eve of one of Christianity's two greatest religious observances, the celebration of Christ's birth, Comrade Khrushchev has renewed the Communist attack on religion. Between drinks of vodka the other day he slapped at people who believe in a God, as a sort of follow-up to a statement made by one of his stooges, the president of an organization with the imposing title of All-Union Society for the Dissemination of Political and Scientific Knowledge.

"The fight against religion," said the president, "must at the present time, take the line of a fight by a materialist, scientific world outlook against the anti-scientific religious one . . . It is necessary not only to expose religious dogmas and their anti-scientific character, but also to show up the attempts of the churches to interpret these dogmas in a modern way."

If Comrade Khrushchev and his stooge paid a visit to Canada in the weeks just before Christmas, they might very easily get the idea that materialism had been quite successful in taking over the trappings and symbols of religion for its own benefit. Their ears would be assaulted by the dreary blaring of repetitious carols from commercial loudspeakers; they would hear brief radio reminders to "keep Christ in Christmas" sandwiched between lengthier descriptions of the advantages of this brand of deodorant or that brand of toothpaste; they would have constantly before their eyes the reminder that at Christmas only the best kind of gift will be appreciated by Mum, Dad and Darling.

But Comrade K would be badly deceived if he put too much stock in this superficial evidence of North American materialism. While the hucksters have nailed Christ to a cross of cash, the message of the tired carols is still heard. And they would be heard if every loudspeaker were stilled and the singing banned throughout the land. In the hearts of the humble and the proud, the poor and the rich, the message of Christ's birth would be heard like an anthem . . .

Behold, I bring you tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour . . .

Comrade K may find it laughable to see so much faith put in what he considers a myth. But we do not think so. We believe that when he thinks about it, he is afraid. When he looks out on the frosty night over Moscow he cannot see the insignificant bits of metal his rockets hurled some paltry distance into the sky, but he can see world upon world following a majestic pattern through limitless space. And then he must be afraid.

Not all the scheming or brutality of Comrade K's purged or purging predecessors could destroy this faith in Christianity as the haven of the truly troubled. Krushchev knows this, just as he knows that he cannot finally master even his own world as long as his people carry in their hearts the pure vision of Christ. Krushchev must know that the vision cannot be destroyed — and must feel the fear of the man who pits himself against God.

Lesson For Mr. Smith

NOT TOO MUCH was expected of some of the men selected by Mr. Diefenbaker for his cabinet, and most of these have not proved disappointments. They have lived up to expectations. Two or three were unknown quantities, and at least one of these has given every indication of being a winner — Mike Starr, the able and ingratiating Minister of Labor. Of the others, much was expected. The chief of these was Sidney Smith, who gave up his university presidency to become Secretary of State for External Affairs. But he has shown none of the brilliance that distinguished his career in the groves of Academe. So far, he has been a resounding flop, which is a puzzle as well as a bitter disappointment.

One can understand the clumsiness with which Finance Minister Fleming has been stumbling along a difficult path. Mr. Fleming has a tremendous capacity for work (perhaps his greatest gift), but he also has an unfortunate tendency to confuse himself with the Almighty and to regard every question as an invitation to battle. Still, even though it may take a little time, and some bruising moments (as in his ham-handed treatment of the premature report of a cut in the excise tax on automobiles), he generally manages to struggle through to a sensible conclusion.

Mr. Fleming, in short, is doing pretty much what was expected of him. But much more was expected of External Affairs Minister Smith. Here was the suave administrator and diplomat who had been brilliantly successful in dealing with such diverse groups as uncurried undergraduates, woolly savants and hard-nosed industrialists. But in the untutored Commons he has been as impressive as a freshman a month behind in his class work.

We do not think Mr. Smith's sorry showing, however, has been all his own fault. He has been tossed to the parliamentary wolves without proper preparation. He has not been properly briefed, and that is the fault of his staff. In his place, we would take a long look at the capabilities and loyalties of our subordinates.

At the same time, the Minister cannot slip all responsibility. He must have known, for instance, that Opposition members would be questioning him closely about the arrangements between Canada and the United States for North American defence. For weeks, while he was at the United Nations, the Government was being sharply questioned about these arrangements. One can only conclude that Mr. Smith did not bother to read Hansard. If he had, he would have done his homework—and obviously, he skipped it.

We believe that Mr. Smith will wipe out with glowing success the memory of his initial failure as a Minister and parliamentarian. He has demonstrated too much ability in the past to continue a reversal of form in the present. All he has to do now is to remember the lesson he must surely have learned earlier this month: that there are many intelligent men along with the stumblebums in the Commons, and they cannot be treated like sophomores.

Triumph of the Egghead

IT SEEMS only yesterday that "egghead" was a term of opprobium. It was applied by the smart, two-fisted, realistic people to those queer and rather unreliable persons who believed that ideas were important even when they did not involve the making of money or the pleasing of mass audiences.

The last few months have seen a curious change in public attitudes. There has been a reluctant growth of respect for the egghead, with the realization that perhaps it is he, and not the red-blooded master of industry or the strong-jawed military man, who is the strongest guardian of western civilization.

The day may even come when the opposite of egghead will be blockhead.

ANSWER TO PUZZLER

Ruth, 35; Father, 72 years old.

Time for an IMPERIAL *Toast*

Here is comradeship at its best, as the "champs" return with new laurels from the tricky trails and speedy slopes. Canadian ski contests are a supreme test of personal skill... it's no wonder enthusiasts seek to honour their winners in an imperial manner.

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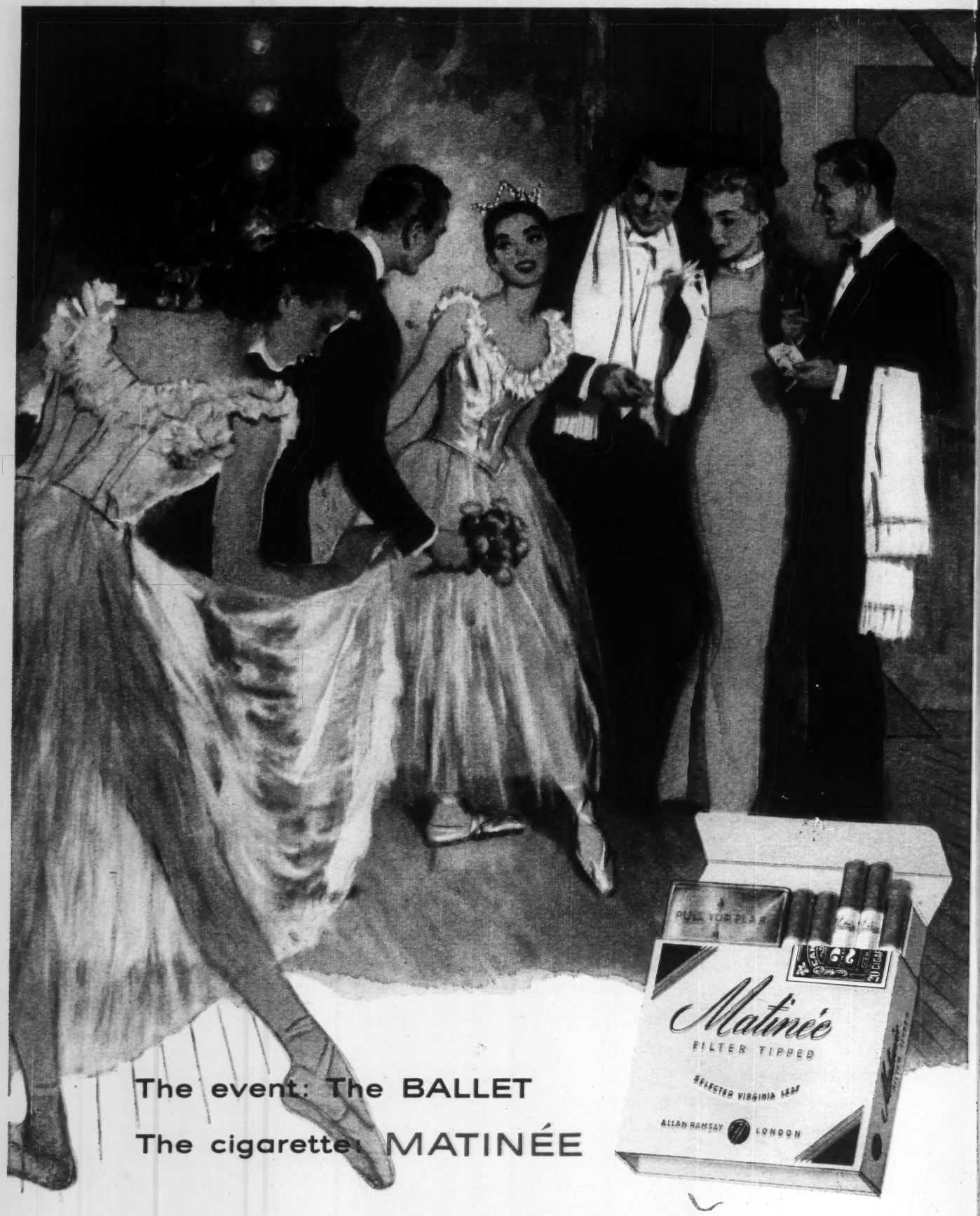

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